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# BETTER FRUIT

VOLUME IX

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## GROWERS' COUNCIL OF 107

AND THE PLAN OF CONTROLLING MARKETING CONCERNS AND  
OBTAINING FULL MARKET VALUES FOR OUR FRUIT



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Effective February 1

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# BETTER FRUIT

AN ILLUSTRATED MAGAZINE PUBLISHED MONTHLY IN THE INTEREST OF MODERN, PROGRESSIVE FRUIT GROWING AND MARKETING

## Call for Organization Northwest Fruit Growers' Council

**I**n pursuance of the authority conferred by the Fruit Growers' Convention at Seattle, January 22-23, the Northwest By-Products Board issues the following call, for the conducting of such proceedings as will enable all the growers in all the districts to be adequately represented at the meeting to be held in the Commercial Club at Tacoma, Wash., at 9:30 a. m. Monday, February 15:

The purpose of this meeting shall be to create a growers' council, which shall have general control of the marketing of the fruit of the States of Oregon, Washington, Idaho and Montana. This control shall be exercised through a governing board of three or five, or such number as shall be determined, but the number of such board should be, in the interest of efficiency and expense, made as small as possible; the members of such governing board to be selected by the growers' council as a whole. The particular functions of this governing board shall be to exercise a supervision over the marketing of the fruit crop in the manner outlined by the attached memorandum signed by organizations and agencies now handling in excess of 80 per cent of the total tonnage of this territory.

The growers' council and the governing board shall exercise such other and additional powers as may be necessary to establish a firm market price for fruit, and to do such things as shall be required to prevent the demoralization of the market, and also render such further service and assume such functions as may be deemed advisable to protect the best interests of the growers. Among these special functions that have been suggested for later consideration are the following: Reducing the cost of marketing; establishing a uniform grade and pack in effect throughout the Northwest; adopting such methods of marketing and advertising as may greatly expand the outlet for our Northwest fruits. The growers' council, as a whole, shall exercise general supervision of all the work of the governing board, but to gain efficiency and save expense, the members of the growers' council in each district should organize and elect district officers, and the various chairmen should make up a general supervisory board to be called into consultation by the governing board when necessary.

The first growers' council shall be composed of three members at large and one additional member for each 250 cars or fraction thereof marketed from each of the following districts:

(1) Hood River, White Salmon and adjacent shipping points; (2) Walla Walla, Milton, Dayton, Waitsburg and adjacent points; (3) all of Southern Idaho and Southeastern Oregon; (4) Spokane, Moscow, Garfield, Lewiston and adjacent points; (5) Wenatchee, Cashmere and all up-river points; (6) the entire Yakima Valley from Kennewick up; (7) Rogue River and Western Oregon; (8) the State of Montana.

For the purpose of establishing the number of such members, each district is asked to file with its credentials, certificates, signed by the railways serving that territory, or by the horticultural inspector in charge of

fruit for shipment in a commercial way.

It is the judgment of your committee that the growers of each individual district should determine the method to be followed in selecting representation in this first fruit growers' council, but we would strongly recommend that a thoroughly representative method of selection be prepared in order that all of the growers in every part of each district may be interested, and may feel that they are represented in the membership of the council as selected. With that thought in mind, we suggest the following plan of procedure in each district: That a meeting of those in attendance at the Seattle convention be held immediately for the purpose of discussing the actions of that convention and to go over the terms of this call. That such meeting should select an organization committee for the purpose of issuing the call and supervising the proceedings to choose the district members of the growers' council.

On a day sufficiently far in the future to permit of the circulation of full notice, a caucus should be called at each shipping point in the district to be participated in by all owners of orchards shipping through, or living tributary to that point. These growers in caucus assembled should select such number of delegates as they will be entitled to name on a basis of one delegate to each 20 or 25 cars shipped, or such other basis as may be established. On the date named by the organization committee a general district convention of all such local delegates should be held as some central point in the district for the purpose of electing the number of members in the growers' council to which that district is entitled. In holding such caucuses, or such conventions, it is important that every interest among the growers be given a full opportunity to be heard and to be represented. This movement can be a success only as a movement of all the growers.

The memorandum adopted at the Seattle convention especially provides that representation be given to the minority among the growers. In our judgment, this is superficial, as this is a movement for all of the growers to participate in, and the interest of every grower must be equitably represented, large as well as small. Every important group or association of growers must feel satisfied with their representation. No organization or group of men can gain any personal advantage by controlling the growers' council. To succeed in doing so would

### Features of this Issue

#### CALL FOR FRUIT GROWERS' COUNCIL

PLAN PROPOSED BY NORTH PACIFIC FRUIT DISTRIBUTORS

PLAN PROPOSED BY NORTHWEST FRUIT EXCHANGE

PLAN AS UNANIMOUSLY ADOPTED BY FRUIT GROWERS' COUNCIL OF PACIFIC NORTHWEST

HARMONY AMONG MARKETING CONCERNS

REPORT OF HORTICULTURAL INSPECTOR RHODES OF THE STATE OF WASHINGTON

that district, or by such other authority, or authorities, as shall be generally recognized, setting forth the exact number of cars of commercial fruit produced in that district in the season of 1914. This arbitrary establishing of districts, and of the basis of representation, was made by the convention for the purpose of starting the organization, and changes will have to be made as found necessary. The powers of the growers' council, and the term of office of those elected at this time, will be determined in the permanent organization as perfected at the Tacoma meeting, but the members of the growers' council as now elected should serve for a term of approximately one year, and through the season of 1915.

Any person owning and operating a commercial orchard in the district from which he is chosen shall be entitled to a seat in the growers' council. Commercial orchard shall be construed to mean an orchard now producing or that soon will be producing



be to defeat the entire purpose of this movement to bring about a protective community of all the growers. The attention of each district is called to the importance of putting this movement before every one engaged in marketing fruit. The individual selling his own crop and the commission man selling the crops of others are just as vitally interested in the protection of the price as is the grower in any present organization. The preliminary agreement has been signed, but the books are still open, and every shipper of fruit should be brought in line.

The entire purpose of this movement for the organization of a growers' council is to provide a way in which the growers can completely control the price of their fruit and all marketing, and to put in effect the plan agreed to by the marketing agencies at Seattle. It is therefore important that the initial plan as adopted by the growers' council shall be a simple proposition carrying into effect the Central Board of Control. The functions and duties of this board will develop under investigation and experience, but the immediate need is some direct way of protecting the market from demoralization. Marketing the fruit at a profit is the essential thing, and this cannot be accomplished with by-laws, but must be the result of successful control of the market. The members of the committee will be glad to endeavor to explain any points that may arise, but the movement is in the hands of the growers themselves and the representation that they elect to send to Tacoma.

The following resolution was adopted by the Seattle convention:

"This convention wishes to declare its belief as follows: That there should be created a small board for the purpose of supervising all agencies handling and selling the fruit of the growers of the four Northwestern States. The purpose of this board to be to put into effect such plans as shall be found necessary for the establishment of a firm market price for the Northwestern fruit and for the carrying through of such work as shall be found advisable to prevent the demoralization of the market. This central board shall be chosen by and shall operate under the direction of a growers' council representing all of the Northwestern fruit districts, composed of three members at large and one additional member for each 250 cars or fraction thereof marketed from that district.

"For the purpose of setting in motion the machinery that shall create this council, we declare it the belief of this meeting that Hood River and adjacent shipping points shall constitute one district; that Walla Walla, Milton, Dayton and adjacent points shall constitute another district; that all of Southern Idaho shall constitute another district; that Spokane, Moscow, Garfield and adjacent points shall constitute another district; that Wenatchee, Cashmere and all up-river points shall constitute another district; that the entire Yakima Valley

from Kennewick up shall constitute another district; that Western Oregon shall constitute another district; that the State of Montana shall constitute another district.

"In creating these arbitrary districts this convention realizes that it is merely providing a framework, but it would recommend in the selection of the first growers' council under the provisions of this call that the members of the council from each district be as nearly as possible from the principal shipping points in that district in proportion to the tonnage of each in order that every part of every district may be represented in the growers' council.

"This convention would make it a condition of the initial formation of the growers' council that the members of the council be selected to thoroughly represent the growers, without regard to the marketing organizations with which they may now be affiliated. The selection in each case being made in duly and properly called conventions in which all the growers shall be entitled to participate, provided that in those districts where there exists such factional feeling between the members of the different associations, that it is not advisable to make such blanket appointments that the growers marketing their fruit through each marketing association shall be entitled to name at least one of the members of the council. Under no circumstances, however, shall any salaried employees of the existing marketing agencies be entitled to membership in this growers' council. We regard this provision as superfluous, because we are convinced that the growers in each district will see the wisdom of giving the fullest possible representation to all growers of fruit affiliated with any organization, including the independents.

"In adopting this program, this convention realizes that it cannot attempt to dictate what shall be the final program of the growers' council that is created in this way, but expresses this opinion for the purpose of crystallizing thought in all of the fruit growing districts in order that there may be brought into existence a growers' council that will thoroughly so represent the growers and that can create an organization that will so represent the growers that the marketing of all fruit can be controlled. We appreciate the good work that the by-products committee has done. We also appreciate the importance of taking the fullest advantage of the fine representation present at this meeting. In order, therefore, that we may go back to our homes with as near a practical plan in prospect as possible, we recommend that the by-products committee discuss every feature of this plan with the heads of existing marketing organizations, and that a joint meeting of the heads of these marketing organizations with this convention be held in this room at 1:30 Saturday afternoon, January 23, for the purpose of endeavoring to add to this expression of opinion. We would further recommend that the ex-

isting by-products committee be asked to supervise and assist in the questions that will arise in the naming of the initial fruit growers' council, in order that there may be some responsible agency that will create the necessary machinery to bring this organization about."

Following is the agreement signed by the marketing agencies:

"Wishing to express their complete accord with any movement designed to promote the marketing of the North Pacific fruits, the undersigned selling agencies or distributors do hereby agree that in case the growers of the four Northwestern States representing in districts and through the affiliated agencies seventy-five per cent of the total tonnage, form a central governing board for the purpose of regulating the marketing of their products in order to get the best distribution and to prevent the demoralization of prices, that we will, should we be so requested, join with the said governing board in studying the crop and marketing conditions with a view to helping the growers to estimate the marketing value of their products, and will furnish to said governing board at the close of each day's business, and sooner in special cases, copies of all quotations, sales reports, sales records, sales returns, inspector's reports, and all letters, telegrams and conversations that have a direct bearing on the selling of the fruit. We further agree that, if requested by the growers so to do, we will remit to such central governing board not to exceed one-half ( $\frac{1}{2}$ ) cent per box on all apples and pears, and one-quarter ( $\frac{1}{4}$ ) cent per box on all of the small fruit, that we may market, when the returns are received and made, this amount being deducted as a charge in making settlement for the fruit.

"This agreement is signed with the express understanding that it is merely a declaration of policy, and that changes and additions will have to be made as found necessary in evolving a full working agreement so as to insure success among the parties at interest. Yakima County Horticulture Association, by W. M. Nelson; Richey & Gilbert Co., by H. M. Gilbert, Pres.; Wenatchee Produce Co., by Conrad Rose; Wenatchee Fruit Growers' Association, by W. T. Clark; J. Macphee Ferguson; J. E. Shannon; Spokane Valley Growers' Union, by Edward Pierce; North Pacific Fruit Dist., by H. F. Davidson, Pres., by J. H. Robbins, Genl. Mgr.; Northwestern Fruit Exchange, by Reginald H. Parsons, Pres., by W. F. Gwin, Genl. Mgr. (according to reservations made in minutes of this meeting); Wright Fruit Company, by J. Howard Wright; Pomona Ranch, by J. L. Dumas; Arcadia Valley Growers' Association, by A. G. Craig, Pres."

The Fruit Growers' Council met as per the call at Tacoma. Permanent officers and committees were elected, names and addresses of whom will be found elsewhere in this issue.



## Present Definite Plan of North Pacific Fruit Distributors

THE following is a plan presented by the North Pacific Fruit Distributors at the Seattle conference of growers held January 22, which was referred to the Tacoma meeting held February 15, for further consideration:

"Whereas, the fruit industry of the Northwest is in a serious position and threatened with disaster because of a lack of proper distribution and because of uncontrolled competition between the different shippers, arising from the larger number of agencies engaged in marketing the fruit, each one operating independently, and each one competing with the other in the same markets; and, whereas, there are constant charges and counter-charges of price cutting and improper and disastrous competition between these various agencies which result in prices to the producer below the cost of production, and yet do not result in a proper distribution so as to increase consumption; and, whereas, there is at the present time but a small percentage of the acreage planted to tree fruit in the Northwest now in bearing, and there will be a very rapid increase from year to year in the tonnage and shipments until a total output will undoubtedly be reached amounting to at least 50,000 cars annually, and such a large crop cannot be profitably marketed except by some harmonious and united plan of co-operation between growers and shipping agencies;

"Now, therefore, for the purpose of securing, so far as possible, a proper and legitimate co-operation which will lead to the securing, for the benefit of the grower, of the full amount to which he is entitled for his fruit in the markets of the world, and for the purpose of investigating the charges of unfair business methods between the various shippers, and to keep records relating to the shipments and sales of Northwestern fruit, be it resolved, that there be established and maintained a board of three to be known and designated as the Fruit Growers' Advisory Bureau; that this board shall be appointed in such manner as those concerned may determine, and that its members shall be appointed to serve, one for one year, one for two years, and one for three years, any vacancy occurring by expiration of term, or otherwise, to be filled by the remaining members of the board, such appointment, however, not to become effective until confirmed by seventy-five per cent of the affiliated tonnage; any member of the board or other officer may be recalled and any order made by said board reconsidered or vacated by the vote of those affiliated with the bureau controlling seventy-five per cent of the affiliated tonnage; that the members of this board shall not be fruit growers nor connected in any way with any organization engaged in the business of producing or selling fruits, either fresh or processed; that one member of said board, who shall be the chairman thereof, shall devote all

of his time to the business thereof and shall receive such salary as may be from time to time determined; that the other two members of the board shall be entitled to expenses and per diem whenever engaged in the business of the board; that said board shall establish and maintain an office in Walla Walla, Wash., as the most central and convenient city which is not the headquarters of any large marketing agency. The board shall employ such clerks and assistants as may be found necessary to carry on the work contemplated; the expenses to be paid from a fund to be raised by such minimum assessments upon the tonnage handled by the affiliated members as the board shall from time to time determine to be necessary therefor, any surplus which may remain in such fund at the end of the season to be pro rated back to the contributing members:

"Be it further resolved, that all shippers of tree fruit in the four Northwestern States be invited to affiliate with said board and to sign a contract to that effect, in which they agree to submit to said board daily copies of all telegrams and letters passing through their offices relating to the sale or disposition of fruit; to file with said board invoices and account sales showing the true record of each and every sale made by them, together with a full and true statement of any allowances or rebates made thereon, and to furnish such other data relating to the sale and disposition of fruits as may be from time to time required by the board; that such reports, letters, telegrams and other information shall be verified as to accuracy and completeness by affidavits when so required; that they will, at the beginning of each season, file with said board a copy of the grades and grade rules which they are advertising to their customers and in accordance with which they propose to sell during the current season, and will, from time to time, file with said board a full and complete price list of the commodities offered by them to the trade. They shall agree also that they will not dispose of their fruit by open consignment to any dealer, broker, factor, agent or commission man, except in cases of damaged or rejected cars or under other peculiar circumstances which make it impossible or difficult to dispose of the car otherwise. Auction sales to be permitted only under such rules and regulations as said board may establish. Each affiliated member shall agree to pay the assessment aforesaid or such other assessment as may from time to time be agreed upon by a tonnage vote.

"Be it further resolved, that said board shall receive, file and make proper records of such reports, information, letters and telegrams, but all such records shall be for their own information only, shall be kept by them secret and shall not under any

circumstances be turned over to rival organizations for their inspection. This rule shall apply except so far as it may be necessary to determine and substantiate the decisions of the board in questions of price cutting and improper business methods referred to them for decision. Said board shall be authorized to entertain, investigate and determine charges of price cutting and improper business methods, and shall be authorized at the close of each season to publish a detailed statement of prices obtained in each fruit growing district by each of the affiliated organizations or shippers. Said board shall have power and authority to make any examinations which it deems necessary to determine any facts in relation to prices received, brokerages paid, allowances, rebates or refunds granted or other matters necessary to be determined to carry out and fulfill the ends and purposes sought in the establishment and maintenance of said bureau, and in connection therewith may employ experts to audit and expert the books and accounts of any affiliated shipper. In the event that such examinations or audit shall show that the returns and reports made by said shipper are not correct and true or that his books are not accurate, or there has been any effort to conceal or misrepresent any fact properly the subject of inquiry by said board, then the cost of making such audit shall be paid by the shipper to whom said books and records belong.

"Be it further resolved, that said board shall, from information filed with it as aforesaid, and from other data and information which it may be able to obtain, determine from time to time what is the fair market value of the various tree fruits being marketed by the associations and shippers affiliated with it, and shall endeavor to prevent them, in so far as practicable, from selling below these prices; that the prices so established shall also be used as a basis to determine whether or not any affiliated shipper is cutting prices or selling or offering to sell fruits below the prices which they are reasonably worth upon the market; that the prices so fixed and determined by said board shall be used only for such purpose and shall not be given out to the public.

"Be it further resolved, that this resolution shall become effective and said board shall be instituted and vested with the authority herein provided, only when the shippers of eighty-five (85) per cent of the tree fruits in the four Northwestern States have affiliated and entered into the agreement aforesaid; and shall continue thereafter only so long as such percentage shall continue in such affiliation. Said board shall have power to adopt such rules and regulations as shall be necessary to carry out the purposes for which it is created, as above outlined."



## The First Canal Shipment Gets to New York O. K.

ACCORDING to a letter received recently by H. F. Davidson from Wilmer Sieg, the steamship Ohioan, which carried the first Hood River apples to New York by way of the Panama Canal, had arrived with fruit in the best of condition. "The shipment included 23 carloads," said Mr. Davidson, "and Mr. Sieg writes me that the total freight saving amounted to about \$2500. The North Pacific Fruit Distributors took all available space on the ships plying between North Pacific ports and New York, the whole lot amounting to some 60 carloads."

The Packer gives the following detailed facts relative to the Ohioan shipment: There is indeed some glad news for the apple grower of the Northwest and it comes just at the time when things look blue and when some authorities are predicting a future enormous production of box fruit with a subsequent disaster of large financial proportions. The first test of bringing fine box apples from Northwestern producing sections through the Panama Canal to the Northeastern ports has proven a wonderful success. When the difference between the cost of transportation by boat is compared with that by rail is considered, the man interested can only look forward to a sort of a revolution, in the way of increased profits, for producing the fruit. The Ohioan, the first boat to come from the Pacific Coast ports through the canal to New York with box apples, arrived January 22. The fruit was unloaded in the pink of condition and most of it was exported.

The Ohioan left Portland, Oregon, December 12, with 13 cars of box apples. She went to Seattle and picked up ten cars more. Altogether, her perishable cargo was 23 cars of apples for the North Pacific Fruit Distributors; 10 cars of Newtown Pippins, for Simon, Snuttleworth & French Co., New York; one car of box apples for Steinhardt & Kelly, New York, and five cars of celery for the California Vegetable Union. All of this stock showed up in prime condition upon arrival. The boat sailed from Portland without refrigeration. Cold air was turned on December 19, seven days after leaving Portland, and on which date the boat sailed for New York. From the time she left Portland until she arrived in New York, making the stop at Seattle, she was out 40 days. The freight on the 23 cars shipped by the Distributors, including the cost of transportation from inland points to Pacific tidewater and thence to New York by boat, including refrigeration, was \$5300. The freight direct to New York from shipping points on the 23 cars, coming by rail, would have been \$8,500. The saving in transportation charges on the 23 cars, according to the figures of Wilmer Sieg, was \$3200. Mr. Sieg figured out the difference between the boat rate and the rail rate from two of the largest apple shipping points

in the Northwest to New York. By shipping from Hood River to the Pacific Coast, then by boat through the canal, the shipper is saved 16 cents per box on ventilated service and 27 cents per box on refrigerated service. The saving on fruit from Yakima is 10 cents and 21 cents per box, respectively. There are now three boats on the way through the canal to New York. The Santa Clara, of the Grace line, has 10 cars of apples; the Montanan, 15 cars, and the Panaman, 20 cars. The last two boats belong to the American-Hawaiian line. Most all of the fruit that came on the Ohioan was exported.

It is to the large European markets that the growers of fine Northwestern apples will in the future look for a profitable outlet. At the present time, the ocean freight rate is almost prohibitive; in fact, it is a difficult mat-

ter to get space. A great many of the boats have been taken off. So far as can be learned, there is not a German flag on the high seas. The English have taken a great many of their boats to use as transports. But the enormous amount of apples which the English and neutral countries have taken from this country so far this season is indicative of what the demand will be for our fruit over there under normal conditions. Up to Saturday of last week, we had exported to these countries about 1,879,864 barrels and boxes against 1,463,841 barrels and boxes for the same time a year ago. This is about 400,000 packages more taken by England and one or two neutral countries as compared with all of Europe last year. At the present time, the freight rate, both rail and ocean, from the Northwest to these countries, via New York, is \$1.08 per box to London and 78 cents per box at Liverpool. A rate of \$1.05 per box would apply to Hamburg.

### Report of F. N. Rhodes, District Horticultural Inspector State of Washington

#### STATEMENT OF VEGETABLES SHIPPED TO SEATTLE DURING THE YEAR 1914

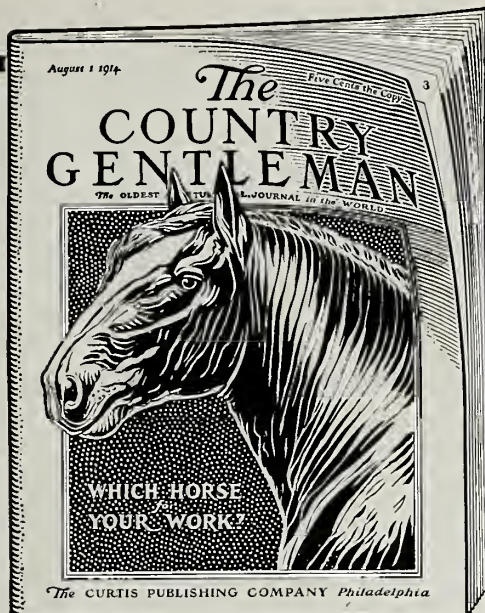
	Washington	Outside Points	Total	Equal to Cars
Potatoes .....	524,422	50,551	574,973	2,293
Onions .....	17,384	51,911	69,295	275
Cabbage .....	7,398	22,629	30,027	170
Lettuce .....	9,762	31,320	41,082	176
Cauliflower .....	148	9,210	9,358	51
Mixed vegetables .....	19,687	20,273	39,960	155
Sweet potatoes .....	.....	24,011	24,011	147
Celery .....	1,035	10,196	11,231	60
Asparagus .....	15,377	16,604	31,981	38
Rhubarb .....	12,115	1,955	14,070	27
Cucumbers .....	11,307	703	12,010	25
Peppers .....	3,814	13,600	17,414	20
Turnips .....	2,942	1,537	4,479	15
Egg plant .....	2,874	2,570	5,444	13
Carrots .....	1,975	1,491	3,466	13
Peas .....	31	2,072	2,103	12
Corn .....	3,011	246	3,257	6
Spinach .....	4,161	15	4,176	3
Beets .....	900	80	980	2
Rutabagas .....	387	.....	387	2
Beans .....	.....	503	503	2
Squash .....	1,021	850	1,871	8
Parsnip .....	264	125	389	1
Garlic .....	.....	483	483	.....
Artichokes .....	.....	882	882	.....
Brussels sprouts .....	.....	352	352	.....
Total vegetables .....	640,018	264,169	904,187	3,518

#### STATEMENT OF FRUIT SHIPPED TO SEATTLE DURING THE YEAR 1914

	Washington	Outside Points	Total	Equal to Cars
Apples .....	412,801	15,635	428,436	727
Oranges .....	.....	218,766	218,766	570
Lemons .....	.....	38,131	38,131	100
Bananas .....	.....	130,325	130,325	392
Peaches .....	215,814	52,479	268,293	266
Cantaloupes .....	73,445	60,826	134,271	327
Strawberries .....	135,255	79,398	214,653	312
Watermelons .....	7,692	19,500	27,192	217
Grapes .....	65,636	110,005	205,641	197
Tomatoes .....	40,154	112,662	152,836	157
Pears .....	48,663	4,706	53,369	76
Grape Fruit .....	.....	25,013	25,013	71
Cherries .....	54,339	7,477	61,816	41
Jap Oranges .....	.....	38,671	38,671	38
Apricots .....	24,917	5,869	30,786	33
Plums and Prunes .....	16,662	20,392	37,054	36
Raspberries .....	18,206	499	18,705	29
Cranberries .....	263	2,244	2,507	14
Cassabas .....	.....	2,340	2,340	13
Blackberries .....	6,508	190	6,698	10
Currants .....	3,394	70	3,464	6
Crabapples .....	4,835	.....	4,835	6
Loganberries .....	2,947	431	3,376	6
Goseberries .....	2,451	481	2,932	6
Huckleberries .....	4,213	.....	4,213	5
Pineapples .....	.....	964	964	1
Quinces .....	483	405	888	1
Pomegranates .....	.....	413	413	.....
Jap pears .....	.....	371	371	.....
Tangerines .....	.....	140	140	.....
Persimmons .....	.....	397	397	.....
Mexican limes .....	.....	138	138	.....
Total fruit .....	1,168,678	978,958	2,147,636	3,689
Total vegetables .....	640,018	264,169	904,187	3,518
Grand total .....	1,808,696	1,243,127	3,051,823	7,207

The above are all standard packages. This report does not cover fruits or vegetables grown in the outskirts of Seattle and which are hauled to the public markets and stores by wagon, and of which there is a large quantity.





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## Northwest Fruit Exchange Submits Selling Plan

THE following is a plan submitted by the Northwestern Fruit Exchange to the Growers' Meeting in Seattle January 22, which was referred to the Tacoma Meeting, held February 15, for further consideration:

"Resolved, That this convention go on record as favoring the following definite constructive program: That an advisory board shall be created, broadly representative of the fruit growers of the four Northwestern States, and that the functions of this advisory board shall be as follows:

"(1) To call the heads of the various marketing agencies into joint conference from time to time, as occasion may require, with a view of consultation as to market conditions.

"(2) General standardization of all methods from tree to car, including picking, grading, packing, hauling, assembling, loading and shipping, with a view of eliminating many wasteful extravagances and errors, which are costing the growers heavily at the present time.

"(3) Uniform, efficient and impartial official inspection, with a view of creating confidence in the minds of absent buyers, and attaching to the products of the Northwest staple value which will not only induce the freest trading but will make said products bankable security for loans.

"(4) Industrial advertising of Northwestern fruits, without reference to brand, which will supplement, rather than interfere, with the promotion of

special brands; this campaign to comprehend not only the creation of consumptive demand for our products, but also the education of consumer, retailer and wholesaler, as to varieties, uses and handling of our products in proper manner to insure highest satisfaction. Through this advertising and educational campaign, a definite effort to be made to render the handling of our products so safe as naturally to establish a more reasonable margin of profits by the trade—especially the retail trade—than are now in many cases exacted, by reason of the dangerous, unregulated and unprotected character of the business.

"( ) A transportation bureau, representing the combined tonnage of the Northwest, with a view of presenting a solid industrial front to common carriers in transportation matters.

"(6) A first class crop statistical bureau, under professional management; this bureau to gather data concerning crops, not only of apples, but all other deciduous fruits, and also in a general way, of citrus fruits, bananas and all others that affect the Northwestern fruit market position, directly or indirectly. The functions of this bureau could be extended in certain directions with high advantage. To illustrate: It is generally known that last year there were shipped out of the Northwest around 8000 cars of apples, and this year between 12,000 and 13,000, but nobody knows how many cars of Jonathan apples were shipped in any season. It is quite conceivable that, whereas, general apple crops may be abundant, there may well be, at the same time, an important variety shortage, and full knowledge of this would enable sellers to exact a higher price for the short variety than the general price position of the market would otherwise indicate.

"(7) Adoption of an official, uniform classification of average returns made by the various marketing agencies to their principals, to which shall be given by the advisory board general and widespread publicity. It is a well known fact that, owing to the radical difference in these classifications at the present time fruit growers are unable intelligently to compare

the results of one with the other, and without this ability it is impossible for them to be certain whether or not the service received is the best service available. This one thing has caused severe losses to thousands of fruit growers, and is an evil easy of correction.

"(8) The appointment of a firm of chartered accountants, of national reputation, acceptable to all concerned, including the marketing agencies, who shall, in behalf of the advisory board, and representing the fruit growers of the entire Northwest, audit the accounting of the various marketing agencies, and certify to the advisory board as to the exact correctness of the published averages.

"The adoption of these two provisions alone would result in the automatic elimination of incompetent agencies, and afford fruit growers at large an absolutely dependable basis of judgment in the selection of their sales representatives. These two things alone, taken together, would establish a bond of confidence between growers and their servants which is now generally lacking, and would result in the saving to the industrial community of hundreds of thousands of dollars in any given season, after its operations had become effective. No marketing agency can legitimately object to these provisions. Successful co-operation between growers and their agencies must be based on confidence, and cannot be based on suspicion and distrust. There must be a reason for confidence.

"(9) The working out, in conjunction with the heads of marketing agencies of a practical plan for the regulation and restriction of the tramp car evil, so far as it is an evil; the general idea being largely to abolish the shipment of car to intermediate gateway destinations, and rather, to bill practically all cars unsold at time of shipment directly from shipping point to destination markets. In this manner the unsold surplus may be distributed over the whole market in correct relation to the consumptive or distributing capacity of each, thereby avoiding congestion, oversupply, demoralization, and the resultant injustice to that section of the trade which has already invested its money in our products, and who are entitled to protection. In this manner small markets, now not consumers of our fruits, can be developed, and large central markets, having a wide influence over the whole situation, can be regulated and kept healthy—a most vital consideration. The one feature of organized protection of the trade who have invested their money in our fruits and thereby become copartners with ourselves in the business would result enormously in the creation of a solid foundation of confidence between buyers and sellers, that could and would be capitalized by us. This confidence would displace the general misunderstanding and distrust which exists now between producers and buyers, which is a deterrent factor in the development of our industry."

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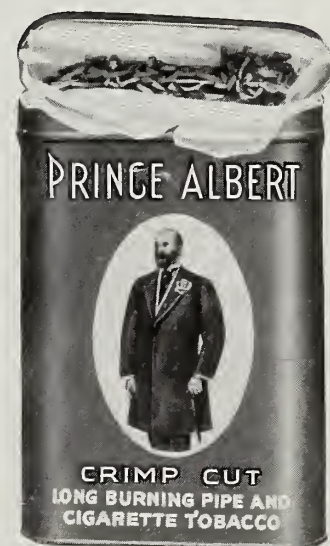
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# Plan of Fruit Growers' Council of the Pacific Northwest

Unanimously adopted by the 107 delegates at Tacoma, Washington, February 15, 16 and 17, 1915.

**P**LAN of Fruit Growers' Council of Oregon, Washington, Idaho and Montana for improving marketing conditions and bettering prices, unanimously adopted by the 107 delegates at Tacoma, Wash., Feb. 15-16-17:

"For the purpose of securing, so far as possible, proper and legitimate co-operation which will lead to the obtaining for the benefit of the fruit growers of the Pacific Northwest the full amount to which they are entitled for their fruits in the markets of the world; and for the purpose of preventing unfair business methods by the various shippers and handlers of fruits, which will adversely affect the interests of the growers of such fruit, and for the purpose of further advancing the welfare of the fruit growers of the Northwest; be it hereby resolved:

"1. That the Growers' Council, now in session, be made a permanent organization; that the members elected thereto serve for the ensuing year and until their successors are elected. Subsequent representation in said Council to be determined at each annual meeting of the Council upon the tonnage of each district for the preceding year, provided, that representation in the Growers' Council to be held in January, 1916, shall be on the same basis as the representation in the Council now in session. The annual meeting of the Growers' Council shall be held on the third Monday in January of each year, and the members thereof shall be elected by the fruit growers of their respective districts on the first Saturday after January 1st of each year. Special meetings of the Growers' Council shall be called by the President and Secretary thereof on the written demand of the members of the Growers' Council of any one or more districts and as otherwise provided herein.

"2. That a Board of Control shall be formed consisting of one member from each of the fruit growing districts designated and described below, and for any additional district that may hereafter be formed. Members of this Board shall be elected at the annual meeting of the Growers' Council upon the nomination and recommendation of their respective districts. Members of the Board of Control shall serve for one year or until their successors are elected. Vacancies in the membership of the Board of Control shall be filled by the Board of Control upon nomination by a majority of the members of the Growers' Council from the district unrepresented by reason of such vacancy.

"3. The qualifications for membership in the Growers' Council or the Board of Control shall be as follows: Such member shall be a bona fide fruit grower in and from the district that he represents, and no member of the Board of Control shall be a salaried official of any fruit sales agency or one whose principal business con-

sists in buying, assembling, or selling for his own profit, fruit that is not grown by himself. Members of the Board of Control shall receive \$5.00 per day, and shall be paid their necessary traveling expenses while attending to duties of their office.

"4. The Board of Control shall be authorized and empowered to elect an Executive Committee of three, provided, that the Board of Control is hereby instructed to elect as such Executive Committee the three men nominated by the Growers' Council, who shall be acceptable to the delegation from the respective district from which said person comes. Each member of said Executive Committee shall receive such compensation for his services as shall be fixed by the Growers' Council. The powers conferred by the Growers' Council upon the Executive Committee are hereby declared and defined as follows: It shall be the duty of the Executive Committee to enter into negotiations with the Shippers' League, or other duly authorized representatives of the shippers of Northwestern fruits, or any considerable numbers of them, for the following purposes: (a) To obtain for fruit growers the maximum amount of service in return for the compensation paid the shipper by the grower. (b) To secure the adoption of such uniform methods for the transaction of

business between shipper and grower as will furnish a fair basis of comparison. (c) To establish such practices with regard to the selling and marketing of fruit as will tend to eliminate consignment and auction sales, prevent unwise and unfair competition, and in every possible manner stabilize the market and secure for the grower the greatest possible net return for his product. (d) In conjunction and co-operation with the shippers, to proceed, as occasion offers, by conservative and well-considered measures to improve the conditions affecting the production and marketing of fruit, and especially to promote the interests of the boxed apple industry of the Northwest. (e) To arrange for the collection through the shippers of a tax, to be paid by the grower, not to exceed  $\frac{1}{4}$  cent per box on apples and pears,  $\frac{1}{4}$  cent per crate on strawberries and  $\frac{1}{6}$  cent per package upon other small fruits, \$2.00 per carload of fruit shipped, to provide for the cost and expense of this organization, all such funds to be subject to disbursement by the Executive Committee, who shall make periodic reports to the Board of Control. (f) To make agreements with the shippers for the carrying out of the purposes herein outlined, and for other purposes as the same may appear to be mutually advantageous, and to en-

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force the same; and to that end they are authorized to establish headquarters and engage such employees and assistants as may be necessary.

"5. The Executive Committee shall have charge of all the details of carrying into execution the purposes of this organization; but its acts shall be under the general supervision and direction of the Board of Control. Any member of the Executive Committee may be removed on a three-fourths vote of the membership of the Board of Control, but such member of the Executive Committee may appeal such removal to the Growers' Council, whose majority vote shall be the final decision. The Board of Control shall have power to make and adopt such by-laws, rules and regulations for its own government as it shall deem necessary, not to conflict with the provisions hereof. Nothing herein contained shall be construed to require the Executive Committee to give to the Board of Control or any member thereof confidential information given to them by any sales or assembling agency of fruits unless an investigation has been made or is in progress by the said Board of Control of unfair business methods, upon written complaint, made in good faith, or upon the initiative of the Executive Committee.

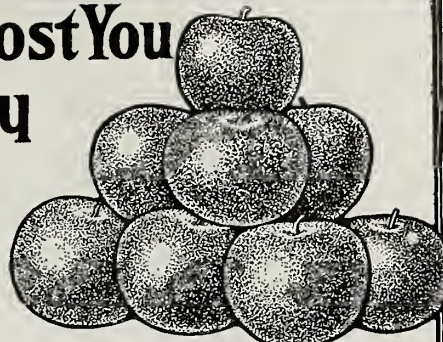
"6. Whenever the Executive Committee and the Board of Control herein provided for shall be unable to agree upon any matter which they or either of them, deem of vital importance, they or either of them may direct the President and Secretary of the Growers' Council to convene said Council, and it shall be the duty of those officers to immediately issue a call for the Council to convene at such time and place as those officers may designate in the call; provided, however, that each member of the Council shall have five days' notice of the time and place of the meeting.

"7. The fruit growing sections of the four Northwest states, for the purpose of representation, shall be divided into the following districts: Wenatchee District, comprising the Counties of Chelan, Okanogan, Douglas and Grant in the State of Washington. Yakima District, comprising the Counties of Yakima, Kittitas, Benton and Franklin in the State of Washington. Western Oregon District, comprising all the Counties of Oregon west of the Cascade Mountains, north of Josephine County. Hood River District, comprising the Counties of Hood River and Wasco in the State of Oregon; Klickitat and Skamania Counties in the State of Washington. Southern Idaho District, comprising the Counties of Southern Idaho and Malheur County in the State of Oregon. Lewiston - Clarkston District, comprising the Counties of Asotin and Garfield and the Snake River points in Whitman County in the State of Washington; Counties of Nez Perce, Idaho and Lewis, with portions of Latah County south of American Ridge in the State of Idaho. Montana District, comprising the State of Montana. Walla Walla District, comprising the

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Counties of Walla Walla and Columbia in the State of Washington; Umatilla, Union, Baker and Wallowa, in the State of Oregon. Spokane district, comprising the remaining territory in Eastern Washington and Northern Idaho. Rogue River District, comprising the Counties of Josephine and Jackson in the State of Oregon. In unorganized districts a petition signed by not less than twenty-five fruit growers will be sufficient to call a meeting for the election of members of the Growers' Council."

### UNIVERSITY OF OREGON

SCHOOL OF COMMERCE

Portland, Oregon, January 6, 1915.

#### Editor Better Fruit:

I am sending you today, under separate cover, a copy of The Timberman for December, in which you will find a portion of the survey which the School of Commerce of the University of Oregon is making in the matter of markets for box shooks. We have almost completed a world's survey on this line and the remainder of the survey will be published later in The Timberman.

We have discovered a very extensive market for this class of material throughout the world, and now that the Panama Canal is open there is no doubt but that the Northwest will be able to secure a very large proportion of this trade. You will observe that we have also discovered in this survey an excellent opportunity for markets for barrel stock in a great variety of uses. The publication in The Timberman does not include every feature of the reports which we have gathered. We are handing all of this material over to the Northwest Association of Box Manufacturers for their use. The method of our investigation, by which we are ascertaining the complete quantity of box shooks imported into each consular district, the uses to which the boxes are applied, the character of the material out of which they are made, the countries from which they are imported, the details of sizes, material and cost, is of such a practical and

useful nature that the manufacturers here will be able to see at a glance whether or not the field is inviting to them. This survey, when complete, will be of value to the box manufacturers for several years to come.

We are also making a survey of the markets for other products, especially in South American countries, that Oregon is prepared to export in large quantities. I hope to be able soon to place before the producers of the Northwest a lot of detailed information concerning the possibilities of trade in Oregon products with these South American countries. In a communication received this morning from the consul at Venezuela he says:

"In the list forwarded with your letter of November 20th there are some articles of Pacific Coast production now imported from New York, others now produced in other parts of the United States which might be better furnished from the Pacific Coast if direct steamer service existed, and others now imported from Europe which might be replaced by American goods where transportation and other costs lessened and terms as favorable. In this class are canned salmon and fresh fruits. A can of good salmon now retails here at forty-five cents, and fresh Oregon apples from 10 to 15 cents each. Any reduction in the cost to the consumer would immensely increase the consumption of these articles. Lumber, print paper, flour, biscuit, lard and smoked meats from the Pacific Coast are likely to find a good market here. Preserves, canned fruits, vinegar and pickles, dried prunes, condensed milk, butter, cheese, tallow and hops also could be marketed here to advantage. Prunes, however, are imported here now in glass jars or screw-top tins, butter in one, two and five-pound tins."

The consul also says that merchants in Venezuela dealing in coffee and cocoa are anxious to have direct connections with the Pacific Coast in the matter of trade. So we have every reason to feel very much encouraged as to the development of trade with foreign countries as the result of the commercial and industrial survey. Very truly yours,

H. B. MILLER,

Director of the School of Commerce, University of Oregon.





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Alder at West Park

## Harmony Among Marketing Concerns

By E. H. Shepard, Editor of "Better Fruit."

**A**PPLES in the Northwest during the past few years have usually brought good prices and paid a good profit on the investment, consequently the grower has devoted practically all of his time to the growing end of the business without giving the marketing end very much serious consideration. But the unusually low prices this year have set the Northwestern growers thinking and they have given the matter serious consideration and are doing a great deal of investigation work. They realize that something must be done and they believe something can be accomplished. Many salesmen and men connected with marketing organizations state that in their opinion the crop could have been handled this year so it would have realized from 25 to 50 cents more per box. In addition to the general business depression the war and the unusually large crop, which it must be conceded affected prices very materially, it seems to be the consensus of opinion that there was an unnecessary cutting of prices in the desire to get business and a lack of proper distribution.

Apple growers of the Northwest believe that if unnecessary competition can be eliminated and an understanding be affected and an intelligent distribution made that they can secure from 25 to 50 cents per box more. The old idea that the law of supply and demand governs prices in a measure is true, but it is not entirely true. By that I mean in connection with the apple business. If the crop of apples was sufficient to meet the demand for a six months' period it is very evident that if the entire crop were thrown on the market in 30 or 60 days low prices would result. And again, although the supply may be equal to the demand for six months, much depends on the distribution. To illustrate this in a forceful way—if the supply of apples was 30,000,000 barrels, much lower prices would be obtained if all of the crop was shipped to Chicago, New York or Boston, than if the crop was distributed evenly all over the United States.

Growers have come to the conclusion if a plan can be devised that will be acceptable to the marketing institutions, and they believe it can, that an orderly control of the entire crop of the Northwest can be maintained, an even distribution secured, an unnecessary cutting of prices eliminated and much better prices obtained.

The By-products Committee realizing that the apple industry depended primarily upon the profit made in fresh fruit decided to call a meeting of the growers and also a meeting of the heads of the different marketing concerns with a view of seeing if some plan could be devised that would better marketing conditions of the Northwest. Consequently they notified all of the different districts to send delegates of apple growers to meet in Seattle, January 22-23. They also requested each of the marketing concerns to send representatives to take part in these deliberations. The delegates were the most serious minded representative body of men connected with the fruit industry that has ever met in the Northwest. Harmony prevailed throughout the meeting. At the beginning of the session the chairman ruled no discussion of the past would be tolerated that cast any reflection on the marketing institutions, saying further that the sole object of the meeting as to devise a plan to better

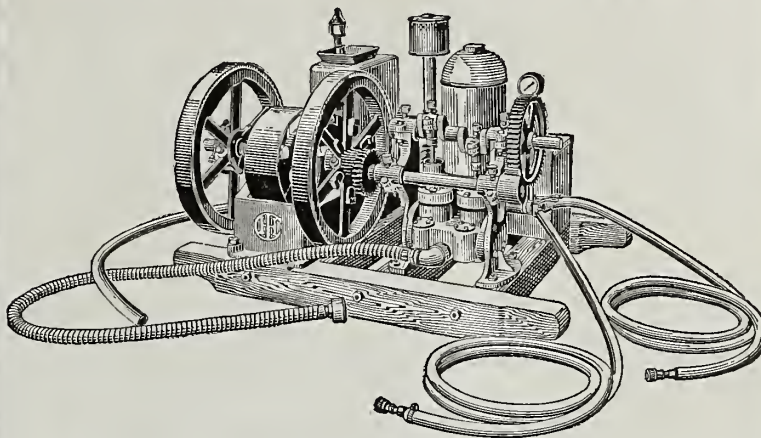
tutions, and they believe it can, that an orderly control of the entire crop of the Northwest can be maintained, an even distribution secured, an unnecessary cutting of prices eliminated and much better prices obtained.



present marketing methods. Everybody met with this spirit of friendliness, consequently the meeting was harmonious throughout resulting in an agreement which all of the different marketing concerns present signed, agreeing to be governed by a board of control of three to be selected by the growers. It is believed that this board of control can meet with the officials of the different marketing organizations from time to time determining the actual marketing value which can be realized and through their power and influence can prevent any of the marketing concerns unnecessarily cutting these prices. Each marketing concern would be expected and required to furnish daily a complete record of the number of cars sold and various grades, prices, sizes and the markets to which they are shipped. With such information in possession of the board of control it would be an easy matter for the board to ascertain daily how many cars were being shipped to any one city and by furnishing this information to the different marketing concerns a glutting of any particular market could be prevented. Furthermore it is the general understanding that this board should be directed to follow the marketing clear to the consumer preventing the retailer from charging the consumer any exorbitant prices in so far as they were able, it being a well known fact that exorbitant retail prices have been asked for Northwestern box apples in the past, which prevented consumption and a lack of consumption means a lack of demand.

It is the purpose of the districts to call a meeting of the growers in the near future to select delegates for the purpose of choosing a board of control. This board of control must be composed of men who are absolutely square, broad minded, experienced, of good judgment and diplomatic. In short they must be men who will give a square deal and favor no particular marketing concern and discriminate against none. The growers are very much in earnest and undoubtedly will exercise good judgment in the selection of delegates which is sufficient assurance in advance that none of the marketing concerns could be successful in the endeavor to secure a board of their own selection. Growers realize fully that if the right kind of board is selected the plan will be a success. On the other hand they realize fully that if the right kind of board is not selected the plan will be a failure. In fact this feeling is so strong on the part of the growers that it is generally believed that no grower could be persuaded through loyalty to his marketing concern to vote for any man who would not stand for the square deal. It seems pretty well assured at the present time that this plan will be carried out and become effective.

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to keep your Orchard in Perfect Condition



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The rest of the season nothing is needed but the KIMBALL, which should be run over the ground at least twice each month during the summer, or as soon as the ground is dry enough after a hard rain, or after irrigation.

This will break up the crust and stop evaporation, for when the soil bakes and opens in cracks is the time of the greatest evaporation.

More cultivation and less irrigation will produce better fruit, and it will keep longer than where too much water is used.

It is now for fruit growers to be thinking of how they can keep their orchards in good shape at the least possible expense.

For this work there is nothing that will equal the Kimball Cultivator.

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Therefore get a Kimball and continue the good work.

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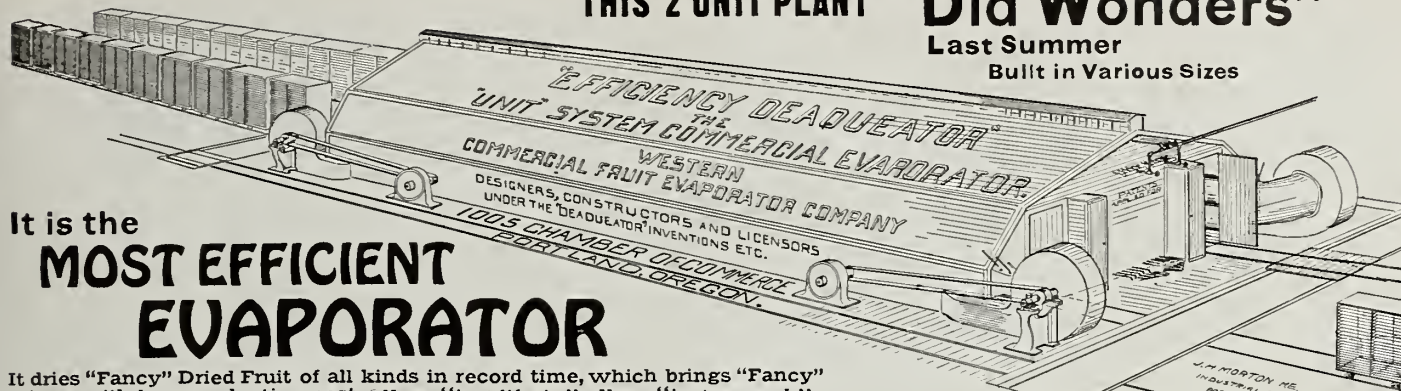
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It makes Apples at 8c dry pound worth \$15 per green ton. Inquire

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## A New Oregon Booklet

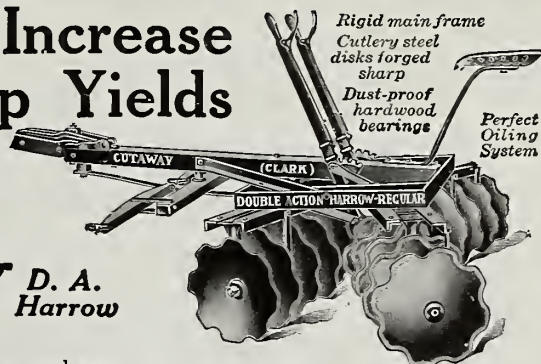
"Oregon for the Settler" is the name of a very handsome booklet issued by the Southern Pacific Railway. It is beautifully printed and handsomely illustrated and contains a wonderful amount of interesting reading matter about the possibilities of Oregon as a state for the diversified farmer. On the front page is a paragraph as follows: "One of the big things about the 1915 Panama-Pacific International Exposition at San Francisco is the opportunity to visit Oregon." The distribution of this book ought to be a big factor in persuading many Easterners who will visit the Exposition to make the trip through the Northwest and visit the State of Oregon, and we might add, the Northwest in general needs more dairymen, more men to raise hogs, poultry—more general farmers. At the present time Oregon produces less than 50 per cent of the butter, eggs and meats that are consumed by the people in the state. A man who becomes a farmer can profit by this splendid opportunity of securing home markets for his products at splendid prices. If you want to investigate Oregon opportunities, to find out where to establish a good home and make a good living, write Mr. John M. Scott, general passenger agent, Portland, Oregon, or Mr. Chas. S. Fee, traffic manager, San Francisco, California.

Time and experience have fully demonstrated the futility of virus as a rodent exterminator, particularly squirrels, gopher and mice pests. Nearly all forms of poison have given way to strychnine, and for this purpose there is nothing better than a strychnine-coated wheat. The cupidity of manufacturers has, in many cases, led them to diminish the amount of poison below the safety point, with the result that it has proven worthless in use. Disappointment has also arisen through improper coating. Farmers today are depending more and more on the well-tried, tested brands of coated wheat for the destruction of squirrels and gophers. No stock, fruit, grain or alfalfa grower should jeopardize his crop by failure to act promptly this season. These rodents are now asleep; soon, with the warm sun's rays, their whistle will be heard, and this is the psychological moment to sprinkle the poisoned wheat. A few grains in the early morning, dropped down each burrow, will turn the trick. The long fast makes the creatures ravenous and the poison is immediately effective. Fields have been shown where thousands of these rodents have been destroyed in twenty-four hours by this method. [Adv.]

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### What the American Farmer Gets Out of the European Struggle

While none of the other nations of the earth would have the heart to deliberately take advantage of the plight of suffering Europe, there are undeniable benefits that come to the neutrals in their very efforts to relieve the suf-

ferers. The devastating of their own lands by the strugglers and the call to arms of the vast army of toilers (who were the suppliers of the daily sustenance of those countries) has cut off their ready supply of food, and the result has long since been portrayed in the graphic accounts of the helpless families facing actual starvation. This condition has spelled opportunity for the American farmer—opportunity not only to help these unfortunate people stave off the pangs of hunger, but the opportunity for the farmer to market an enlarged output by increasing the acreage of crops here to meet these unusual conditions. With many the problem of increased acreage has not been so much the want of additional land on which to raise bigger crops as it has been the scarcity of labor—another condition which the war has directly brought about through practically cutting off immigration, and thus depriving this country of its main supply of agricultural workers. But, happily, progressive farmers are not dismayed, for they are turning stronger than ever to improved farming implements, and laying larger plans because of efficient helpers in many tools.

### Use of Crop Remnants as Organic Soil Matter

While such crop remnants as stubble, corn stover and spoiled hay should be returned to the soil when not otherwise used on the farm, there are other forms of these remnants that should never be put to this use. Screenings from seed cleanings, as well as potato, celery and onion tops, should be burned in order to prevent the spread of weed, insect and disease pests, according to authorities of the Oregon Agricultural College.

The problem of utilizing to best advantage the unused portions of crops in maintaining soil fertility without at the same time scattering weeds, insects and plant diseases, was presented to

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### Ready Built House Co.

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Professor W. L. Powers, assistant agronomist, who proposes rotation as a solution. Clover, vetch or peas may be grown on a plot one year, followed by a grain crop the next. Then corn, potatoes or other cultivated crops can be grown, and at the last cultivation clover or vetch sowed. This may be turned under the next year, adding soil fertility to the value of \$8.40 for each ton of clover and \$9.00 for each ton of vetch. All unused portions of the crops with the exception of potatoes can be turned under with no danger of spreading disease, since no disease will live in so many kinds of crops.

"So far as spreading disease is concerned," said Professor Bailey, of the Plant Pathology Department, "straw and corn stover are harmless, but po-

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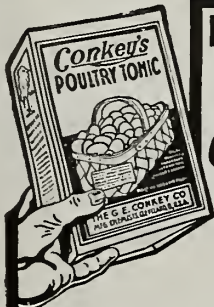


tato tops, celery tops and onion tops should be removed from the field and burned when long-period rotation is practiced. Diseases such as blight and leaf spot may be spread in the remnants, and their fertility value is not great enough to warrant their use as fertilizers with all the danger involved."

#### Kinds of Apples Mostly Grown

The Bureau of Crop Estimates of the United States Department of Agriculture, as a result of a recent inquiry to ascertain the relative importance of the principal varieties of apples in the United States, found that the four principal apples in the United States are the Baldwin, Ben Davis, Northern Spy and Winesap. An estimated approximate average annual production of the leading varieties of apples in the United States, 1909-1913, is given by the Bureau as follows:

	Bushels
Baldwin .....	23,583,000
Ben Davis .....	23,499,000
Northern Spy .....	10,711,000
Winesap .....	9,036,000
Rhode Island Greening .....	8,300,000
Jonathan .....	6,405,000
Rome Beauty .....	5,439,000
Wealthy .....	3,967,000
York Imperial .....	3,786,000
Oldenburg .....	3,290,000
Red Astrachan .....	3,359,000
Yellow Newtown and Albemarle Pippin .....	2,904,000
Gano .....	2,780,000
Limburtwig .....	2,745,000
Yellow Bellflower .....	2,536,000



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Every Bird  
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CONKEY'S WHITE DIARRHEA REMEDY in the drinking water from the start, may save many of your chicks—a splendid preventive of White Diarrhea—25c. and 50c.

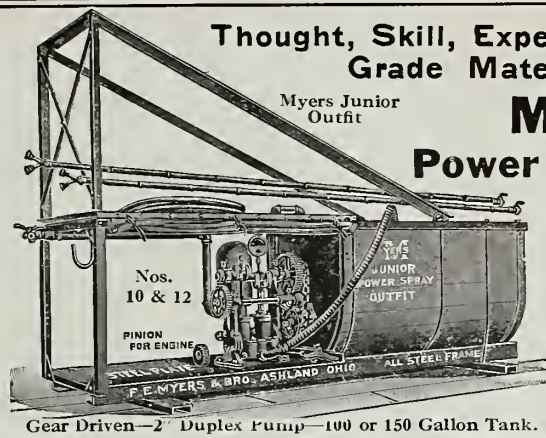
Send 4c in stamps for Conkey's Poultry Book. It tells facts you want to know. Worth dollars to any poultry owner.

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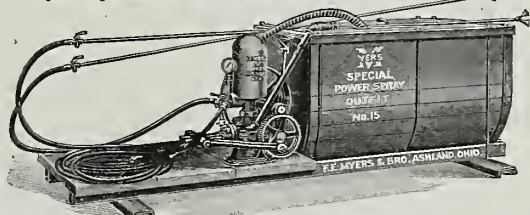
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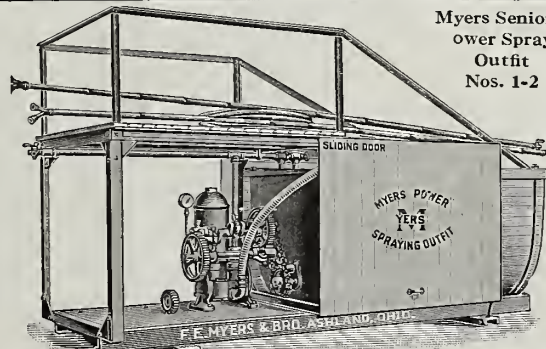
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A Monthly Illustrated Magazine Published in the  
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All Communications Should Be Addressed and Remittances  
Made Payable to

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Postoffice at Hood River, Oregon, under Act  
of Congress of March 3, 1879.

The Growers' Council, the Board of Control and the Executive Committee.—The proceedings of the Seattle Convention and the Growers' Council at Tacoma, with the plans and general information pertaining to their action, is so extensive that one edition of "Better Fruit" does not contain sufficient space to cover the field and plan of future operations completely. The Growers' Council was held so late in the month that it was impossible to prepare all of the information "Better Fruit" desires to give its readers about the Growers' Council in time for the March edition. Therefore "Better Fruit" desires to announce that the April edition will endeavor to complete the plan of giving the fruit growers of the Northwest a full and comprehensive

idea of the present movement on the part of the fruit growers for regulating and controlling a marketing agency with a view to securing better prices and wider distribution. In addition to this the April edition will contain personal opinions and many news items in reference to this action that will be very interesting and valuable to every fruit grower in the Northwest.

The Fruit Growers' Council and Marketing Control.—The apple industry of the Northwest began to assume commercial proportions in a very small way about the year 1900. It progressed comfortably and satisfactory prices were realized until the year 1912. A number of marketing organizations had sprung up, which apparently were getting along in a comfortable way without self-competition, consequently satisfactory prices were being realized. In the year 1912 there was a large crop in the United States, with a heavy crop in the Northwest. The returns were low and apple growers for the first time realized that they had an immense output without proper arrangements for marketing.

The following firms were operating more or less locally in the different districts: In the Wenatchee Valley, The Wenatchee Produce Association, the Wenatchee Fruit Growers' Association. In the Yakima Valley, Richey & Gilbert, Yakima County Horticultural Union, Perry & Thompson. In Southern Idaho, the Pioneer Fruit Company and a number of shipping concerns doing a small business. In addition there were many commission men and fruit dealers operating in the various districts, either doing business on the f.o.b. basis, advances, or on consignment. In addition there were hundreds of independent shippers doing business, either on f.o.b. basis, advances, or consignment. Competition was keen. There was no co-operation among any of the marketing concerns, each and every one acting for himself.

We all remember the prices of 1912.

In the year 1913 an effort was made to improve the condition. The North Pacific Fruit Distributors was created, which handled somewhere in the neighborhood of 50 per cent of the crop, however lacking control. All of the existing marketing agencies continued in the business. The crop of apples being much lighter, better prices were realized, and many thought the marketing problem had been solved by the creation of the North Pacific Fruit Distributors. The fact of the matter is that while due credit is due them for the good work they did in 1913, competition still remained among the different marketing agencies without co-operation, consequently when 1914 came along with another good sized crop, apple prices went to the level of 1912. The apple growers had had a second lesson. They had given all of their time to production and quality of fruit and had been successful. They had trusted to the marketing concerns to get prices and had been unsuccessful. There was

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Our Booklet will give you a simple statement of our dealings and methods. Write us for information.

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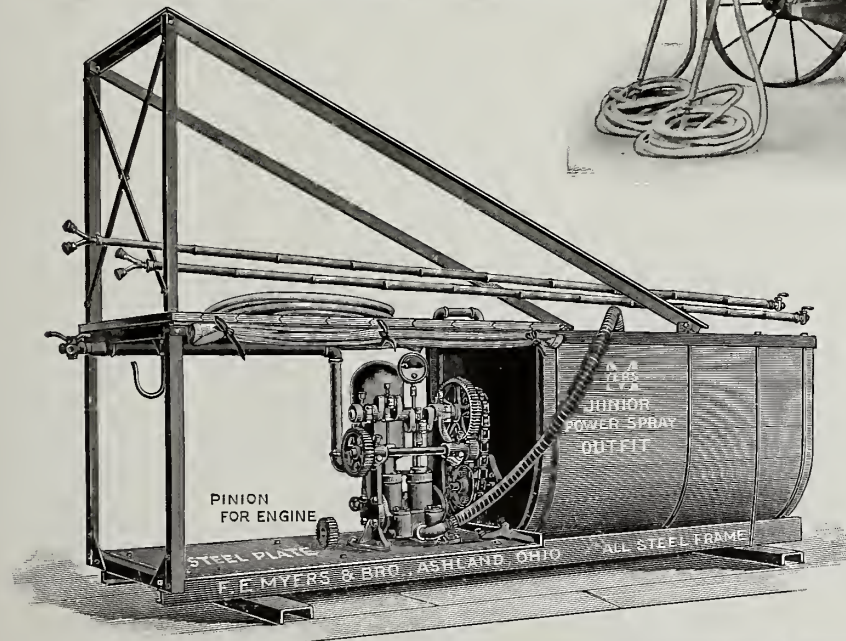
Northwestern Bank Building  
Portland, Oregon



YOU CAN BUY  
**The MYERS  
SPRAYER**

AS YOU WANT IT

IF YOU have your own Engine and Truck we can furnish you the Myers Power Sprayer as shown below



or complete with Stover  
Special Spray Engine  
and mounted on our Low  
Steel Wheel Trucks—



Four Sizes—Nos. 1, 2, 10 and 12

Write us for prices

**Mitchell**  
LEWIS & STOVER CO.

Portland, Oregon  
Spokane and Boise

no indication that the marketing concerns would co-operate. Fruit growers realized that it was up to them to devote their attention to the selling end of the business.

In the year 1904 the editor said, "Growing fruit is one business, selling fruit is another business." This expression has been copied in almost every publication throughout the country and is becoming a slogan adopted by nearly all of the marketing agencies. It still holds true, but it is also true that the selling concerns have not got the returns that fruit growers felt justified in expecting, consequently it was up to the fruit growers to give the matter attention with a view to improving and bettering the selling conditions in order that they might receive the full market value of their product. Consequently a big conference was held at the National Apple Show in Spokane, which seems to be the headquarters in promoting many good movements for the benefit of the fruit industry. It resulted in the forming of a by-products committee, created however for another purpose, but big and broad enough to grasp the situation. This by-products committee called the apple growers of the Northwest together in Seattle January 22 and 23. The heads of the marketing agencies were called in and a general discussion followed. An amicable understanding was reached and sufficient

progress made to justify calling a convention in Tacoma February 15, which lasted three full days. This conference was called for the purpose of getting down to business and formulating some definite plan of action. The meeting

**Healthy  
Trees  
Perfect Apples**

when you spray with

**"SCALECIDE"**

—the spray that's endorsed the country over as "The one great dormant spray." Mixed 1 to 15, it kills every scale it reaches or you get your money back. Guarantee with every package. It's easily prepared, non-corrosive and non-clogging. 1bbl. equals 3bbls. lime sulphur. Destroys eggs, larvae and fungi in dormant state. Simple, safe, economical. Send for free booklet, "Scalecide, the Tree Saver." Write today, to Dept. D

**B. G. PRATT CO.**  
50 Church St., New York City

**PORTLAND SEED COMPANY**  
PORTLAND, OREGON

Northwestern Agents

**Pratt's "Scalecide"**

Orders and inquiries will have prompt attention.

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

**Position as Superintendent**

of a large orchard by a thoroughly competent orchardist, familiar with Northwestern conditions. College man. Best of references. Address "L," care "Better Fruit."

**Apple Seed**

We have to offer a nice stock of fresh Vermont apple seed. Write for samples and prices.

**F. H. McFARLAND**  
Waterville, Vermont

**Portland Wholesale  
Nursery Company**

Rooms 301-302 Stock Exchange Building

Corner Third and Yamhill Streets

**PORTLAND, OREGON**

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT





### Best in Quality, Uniform in Price, Successful in Results

Distributing warehouses in principal fruit growing sections of Northwest for—

**ARSENATE OF LEAD, Paste and Powder;**

**ATOMIC SULPHUR; BORDEAUX MIXTURE; LIME-SULPHUR SOLUTION;  
OIL SPRAYS and SOAP**

Descriptive Catalogue and Bulletins Nos. 3 and 5 tell plainly how to control orchard troubles. Mailed free on application.

### GENERAL CHEMICAL COMPANY

Royal Insurance Building

SAN FRANCISCO

### Automatic Anti-Frost Alarm

Infallible; accurate; better and ten times cheaper than an alarm thermometer. Will give the fruit-grower a timely warning of approaching frost. Can be set to ring bell at any temperature desired.

Price \$4.00 complete.

**THE ANTI-FROST STOVE CO.**  
621 Main Street, CINCINNATI, OHIO

### Orchard Yarn

Progressive orchardists, those right down to the minute in methods of protecting heavy laden fruit trees, are agreed that tying branches with Orchard Yarn is the modern way of supporting orchard trees. It is not expensive, is easily done, and the time to tie is when trimming. The spurs are then tougher, less easily broken off than later, leaves are not in the way and all parts of the tree can be seen. Saving but a small percentage of trees from being broken down will pay for the expense of tying an entire orchard. One-ply Tarred Manila Yarn will run about 200 feet per pound. Two-ply will run from 90 to 100 feet per pound. Put up in 5-pound balls or on 10-pound spools. In 5-pound balls the yarn pulls from the inside and is more easily handled.

Sold by all merchants handling orchard supplies.

Manufactured by

**The Portland Cordage Company**  
PORTLAND, OREGON

### To STRAWBERRY GROWERS

Strawberries are a quick fruit. While they are on the market they bring good prices. It is up to you to grow as many and as big ones as you can.

### Beaver Brand Animal Fertilizers

"A Fertilizer for Every Crop"

will help you do it. Our **Beaver Brand "D" Animal Fertilizer** possesses the necessary food elements to feed your strawberry plants, and other fruit plants and trees. Fertilizer Booklet F37 is yours for the asking. Full of valuable information.

### UNION MEAT COMPANY

North Portland, Oregon

continued for three days, and never before in the history of the Northwest has a more serious-minded and earnest-minded gathering of able men taken place. The sessions lasted until midnight, and on the third day the session was continued without adjournment for lunch until 3 p. m., when the meeting adjourned. At this convention a plan was adopted which was approved unanimously, section by section, by every one of the one hundred and seven delegates present. This plan is given in full elsewhere in this edition. While there was considerable discussion and open contention, it was evident that every delegate had come for the purpose of getting together, and it was generally believed throughout the entire meeting that harmony would prevail in the end. Fruit growers who had seen many a battle in conventions and associations were sober minded, conservative and deliberate, giving wise counsel and continuously standing for harmony and agreement. The younger members, eager, earnest, were quick to feel the influence and yielded gracefully, meeting the opposition cheerfully with half-way concession and where necessary conceding even more. The general achievement being as already stated, a unanimous adoption of the entire platform, section by section.

It is the opinion of all the delegates present that the convention accomplished all that could be reasonably expected, and at the same time it is the opinion of all the delegates present that



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Dictionary in his home. This new creation answers with final authority all kinds of puzzling questions in history, geography, biography, spelling, pronunciation, sports, arts, and sciences.

400,000 Vocabulary Terms. 2700 Pages. Over 6000 Illustrations. Colored Plates. The only dictionary with the Divided Page.

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More Scholarly, Accurate, Convenient, and Authoritative than any other English Dictionary.

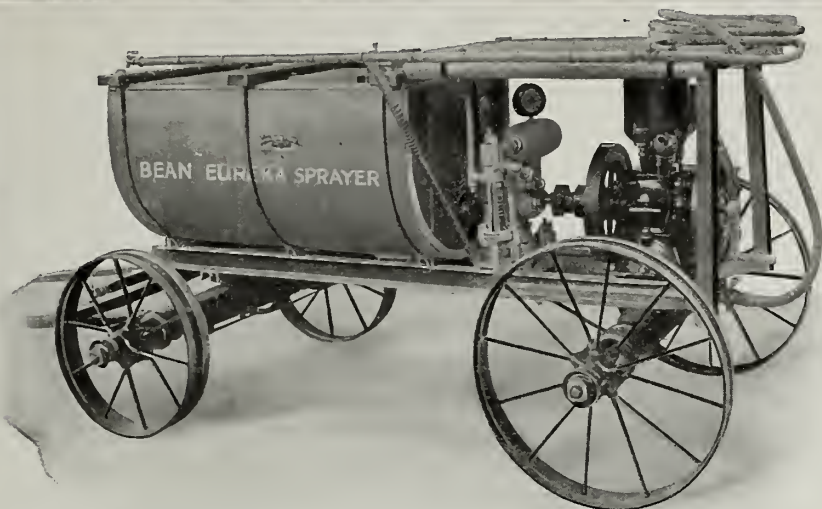


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**G. & C. MERRIAM CO.,  
SPRINGFIELD, MASS.**





## A One-Man Power Sprayer

This is the first season that you have been offered BEAN QUALITY in a power rig at a low price. The grower who feels that he has hardly enough trees to warrant the purchase of a large outfit—and who is unwilling to bother with a hand pump—will find this just the outfit he wants.

It's a real one-man rig. Just start the engine, open up the nozzle and go to work. The sturdy little Novo engine needs no watching—and the Bean Midget Duplex Pump is so simple and substantial in construction that it is practically trouble-proof.

Equipped with Patented Pressure Regulator, 100-gallon Redwood Tank, Steel Truck, Canvas Cover and Curtains, Bean High Pressure Spray Hose, Aluminum Rod and Complete set of Accessories—all ready for business. Nothing on the market to compare with the

## Bean Eureka

If you want a bigger outfit—something that will supply two, three, or four lines of hose—get a BEAN GIANT. It's the King of Power Sprayers—a real marvel of power—of large capacity and built as true as a high-grade automobile from end to end.

We manufacture all kinds of Sprayers—from our massive Giant right down to the Bean Magic—the only hand pump on the market that can be continuously operated at high pressure by one man without exhaustive labor.

If you're interested in any kind of a Sprayer

**Send for Free Bean Catalog 28-A.**

It illustrates and describes the entire Bean line of Hand and Power Pumps. Tells you how they're made, what they'll do, and just why they're better. The Bean was the first spray pump offered to fruit growers in the United States. There are years, and years, and years of experience back of it—and experience counts. SEND A POSTAL FOR THE CATALOG NOW.

## BEAN SPRAY PUMP CO.

213 West Julian Street, SAN JOSE, CALIFORNIA

12 Hosmer Street, LANSING, MICHIGAN

the convention attempted nothing that is either impossible or unreasonable of accomplishment. On the final day the convention developed itself into a perfectly organized body and formulated a plan that would enable the conference to act quickly by concentrating the power in the hands of committees smaller than the entire delegation, for the purpose of enabling the fruit growers to secure quicker action in carrying out their desires in reference to marketing during the present and future seasons.

The representatives present consisted of one hundred and seven delegates for the year 1915. The Northwest is divided into ten sections, according to the geographical location. Each section is entitled to three delegates at large and one delegate for every two hundred and fifty cars or fraction

thereof. In addition to this, two new districts were created, Western Oregon and the Lewiston-Clarkston districts. (A description of these districts appears elsewhere in another article in this issue, also the names and addresses of the delegates present.)

The entire body of delegates will be known as the "Growers' Council." Each district selected one man, who is chairman of his own delegation, who is a member of the Board of Control of Ten. The Growers' Council elected an executive committee of three, consisting of Mr. W. H. Paulhamus, a berry grower and manager of the Puyallup-Sumner Fruit Growers' Association; Mr. Truman Butler, vice-president of the Butler Banking Company, Hood River, and Mr. C. T. Haskell of Wenatchee, secretary of the High-Line Water Users' Association, and fruitgrower.

Mr. Paulhamus was elected general manager at a salary of \$300 per month. Each member of the Executive Committee, when in session, will receive \$10.00 per day and expenses, and each member of the Board of Control, when in session, will receive \$5.00 per day and expenses. The management is placed in the hands of the general manager, Mr. W. H. Paulhamus, who will maintain an office in Puyallup, Washington, for the purpose of conducting the business. His power, authority and policy will be regulated by the Executive Committee. The power, authority and policy of the Executive Committee will be regulated by the Board of Control. In other words, after the Executive Committee and Board of Control have determined the general plan of operation the manager will have power to execute it. Whenever any difficult problem arises the manager will call in the Executive Committee for advice. If the problem is difficult and serious the Board of Control will be called in for consultation and advice before definite action is taken. The manager will employ bookkeeper, auditors and stenographers and such assistants as may be necessary to maintain a proper office, competent and properly equipped for carrying out the desires of the Fruit Growers' Council. The plan is simple, the scope limited, practical and workable.

At Seattle the delegates planned to have each marketing concern submit full reports of each day's sales. At

No Matter What Crop You Grow. Your Soil Must be Right Always

The universal soil need is Phosphorous.

The most economical and logical source of Phosphorous is

Finely Ground **SHIELD BRAND** High Grade

# Phosphate Rock

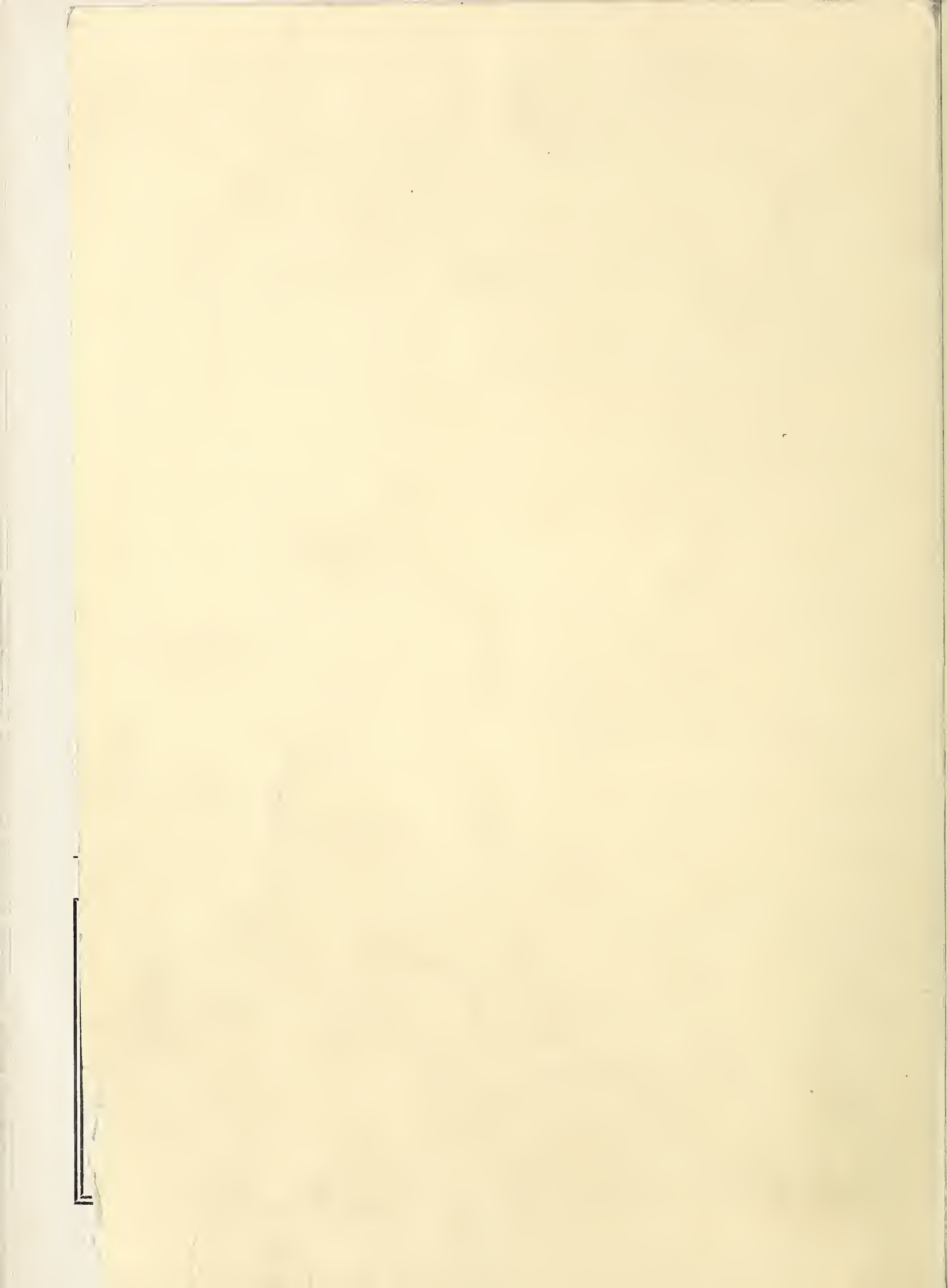
*The Phosphate of Lime*

EFFICIENCY AND ECONOMY ARE INSEPARABLE EVERYWHERE

**UNITED STATES PHOSPHATE CO.**

405 Marsh-Strong Building, Los Angeles, California









Fruit Growers' Council—One Hundred and Seven Accredited Delegates Representing All Fruit Sections in Oregon, Washington, Idaho and Montana, in Session at Tacoma, February 15-17, for the Purpose of Bettering Marketing Conditions and Prices.

**Names of Members of the Executive Committee of the Fruit Growers' Council for Season 1915-16:** W. H. Paulhaumus, Puyallup, Wash.; Truman Butler, Hood River, Ore.; C. T. Haskell, Wenatchee, Wash.

Names and Addresses of the Members of the Board of Control of Ten, of the Fruit Growers' Council of the Northwest, for the Year 1915: No. 1, Wenatchee District, Clifford E. Chase, Brewster, Washington; No. 2, Yakima District, Harry Jones, Wapato, Washington; No. 3, Western Oregon District, A. D. Moe, Hood River, Oregon; No. 4, Hood River District, A. D. Moe, Hood River, Oregon; No. 5, Southern Idaho District, E. P. G. Brainerd, Payette, Idaho; No. 6, Lewiston-Clarkston District, No. 7, Montana District, N. M. Sackett, Corvallis, Montana; No. 8, Walla Walla District, A. W. Simmons, Freewater, Oregon; No. 9, Spokane District, John F. Davis, Opportunity, Washington; No. 10, Rogue River District, J. A. Westerlund, Medford, Oregon.

**Name of Accredited Delegates to Fruit Growers' Council Held at Tacoma, Washington, February 16 and 17, 1915:**

Adams, J. B., Leavenworth, Washington.  
Allender, E., Okanogan, Washington.  
Auvil, L., Entiat, Washington.  
Atkinson, T. H., Entiat, Washington.  
Austin, N. D., Winesap, Washington.  
Baldwin, A. J., Opportunity, Washington.  
Biehn, George, Selah, Washington.  
Bourgaize, J. A., Zillah, Washington.  
Brainard, E. P. G., Payette, Idaho.  
Burlengame, E. C., Walla Walla, Washington.  
Chase, C. E., Brewster, Washington.  
Cline, A. B., North Yakima, Washington.  
Congdon, Albert S., North Yakima, Washington.  
Conant, O. K., North Yakima, Washington.  
Conway, Joseph R., Twin Falls, Idaho.  
Corbaley, Gordon C., Spokane, Washington.  
Cornue, P. W., Selah, Washington.  
Craig, A. G., Deer Park, Washington.  
Davis, John F., Opportunity, Washington.  
DeBow, C. E., Prosser, Washington.

Dennis, Ed., Wenatchee, Washington.  
Denny, A. C., Freewater, Oregon.  
Dobie, John, North Yakima, Washington.  
Domberger, C. I., Imbler, Oregon.  
Dumas, J. L., Dayton, Washington.  
Eaton, E. D., Wenatchee, Washington.  
Ellen, H. K., Wenatchee, Washington.  
Ernsdorff, E. M., North Yakima, Washington.  
Furnan, C. H., Zillah, Washington.  
Harris, W. B., Garfield, Washington.  
Haskell, C. T., Wenatchee, Washington.  
Haynes, Manley B., Hanford, Washington.  
Henry, Alfred H., North Yakima, Washington.  
Higley, M. J., Payette, Idaho.  
Humphrey, L. D., North Yakima, Washington.  
Humphreys, W. H., Wenatchee, Washington.  
Jackson, Fred F. W., North Yakima, Washington.  
Johnson, Robert, North Yakima, Washington.  
Johnston, H. P., Wenatchee, Washington.  
Jones, Harry, Wapato, Washington.

Karr, Arthur, North Yakima, Washington.  
King, D. W., Wenatchee, Washington.  
Kinyon, L. B., Naches City, Washington.  
Loderhose, J. H., Ellensburg, Washington.  
Lovell, R. T., Wenatchee, Washington.  
MaeLean, Lauchlin, Otis Orchards, Washington.  
Maerum, C. A., Mosier, Hood River, Oregon.  
Maxwell, J. L., Dryden, Washington.  
Moe, A. D., Hood River, Oregon.  
Nelson, W. M., North Yakima, Washington.  
Nye, O. B., Hood River, Oregon.  
Pate, Frank, Malaga, Washington.  
Pearee, R. E., Granger, Washington.  
Porter, Edgar L., Donald, Washington.  
Porter, J. C., Hood River, Oregon.  
Porter, J. W., Sunnyside, Washington.  
Powell, Francis F., Stevensville, Montana.  
Ragsdale, R. M., Wenatchee, Washington.  
Reekers, C. W. J., White Salmon, Washington.  
Remy, E., North Yakima, Washington.

Roddy, T. F., Wenatchee, Washington.  
Roderick, D. W., Wenatchee, Washington.  
Rodwell, W. W., Hood River, Oregon.  
Ross, E. W., North Yakima, Washington.  
Rudkin, John J., Kennewick, Washington.  
Sams, M. A., Zillah, Washington.  
Sackett, N. M., Corvallis, Montana.  
Sanderson, C. E., North Yakima, Washington.  
Sawyer, C. B., Spokane, Washington.  
Sugrue, Fred F., Cashmere, Washington.  
Shannon, J. E., North Yakima, Washington.  
Shadbolt, Fred A., Zillah, Washington.  
Shearer, A. J., Payette, Idaho.  
Shepard, E. H., Hood River, Oregon.  
Simmons, A. W., Freewater, Oregon.  
Sinsell, C. J., Boise, Idaho.  
Slagle, Frank M., Pullman, Washington.  
Slover, J. F., Milton, Washington.  
Smith, Ben F., Chelan, Washington.  
Snyder, Dr. J. F., Granger, Washington.

Sproat, C. H., Hood River, Oregon.  
Stanton, E. E., Hood River, Oregon.  
Starr, W. S., Twin Falls, Idaho.  
Stone, William E., Wenatchee, Washington.  
Taggard, J. D., Weitsburg, Washington.  
Taylor, E. F., Kettle Falls, Washington.  
Thompson, Chris, Moxee Valley, Washington.  
Thompson, N. H., Grandview, Washington.  
Twoly, C. L., North Yakima, Washington.  
Vanderbilt, Oscar, Hood River, Oregon.  
Waggoner, I. E., Zillah, Washington.  
Warman, J. A., Peshastin, Washington.  
Webb, R. R., Wenatchee, Washington.  
Weed, H. B., North Yakima, Washington.  
Westerlund, J. A., Medford, Oregon.  
Williams, F. E., Opportunity, Washington.  
Woodyard, Austin, Sunnyside, Washington.  
Wright, J. Howard, North Yakima, Washington.  
Wright, Miss Harriet E., Pateros, Washington.

## Bean High Pressure Spray Hose

*Made to withstand the action of  
Oily and Corrosive Sprays*

This hose is constructed and treated especially for spraying use. High pressure doesn't weaken it. Oily materials and corrosive sprays don't rot it. You can depend on BEAN HIGH PRESSURE SPRAY HOSE—and do not need to work under the fear that at any moment it is liable to break through. Furnished in multiples of five feet, fitted with long shank female coupling and 1/4-inch hose connection. Fully guaranteed. With couplings attached, per foot, 23c, without couplings, 21 1/4c per foot. At your dealers or direct from us.

**Bean Spray Pump Co.**

213 W. Julian, San Jose, Cal.

12 Hosmer, Lansing, Mich.

Tacoma it was decided that this would create a heavy expense both for the marketing organization and the Fruit Growers' Council. Consequently a very simple plan was adopted instead. The Executive Committee and the Board of Control will confer with the managers of the different concerns for the purpose of ascertaining market values each year in accordance with existing conditions. The Growers' Council has the assurance of the marketing concerns that they are perfectly willing to follow a reasonable plan and such reasonable requests as the Growers' Council has adopted at Tacoma convention. Whenever any marketing concern is found deviating from this policy the Executive Committee will authorize an investigation. The result of such investigation will be reported to the fruitgrowers, who are expected to govern themselves accordingly. Marketing

concerns are dependent for their business, upon their very existence, upon the tonnage they receive to be sold by them for the growers. If they do not conduct themselves in such a manner as to secure the best possible returns for the fruitgrowers, of the growers remaining loyal to the Growers' Council, and it is the unanimous opinion of every delegate present that they will, the tonnage of any marketing concern can be automatically stopped. The Growers' Council do not expect anything unreasonable of the marketing concerns, but they do expect that the full market value will be obtained; that the fruit will be sold with ability, good judgment and proper distribution. This plan will prevent fruit being slaughtered on the auction market; it will prevent random consignment and glutted markets; it will prevent fruit being sold on an advance where power of

## Mulconroy Flexible Metallic Spray Hose

**Can't Kink, Twist, Burst, Collapse or Chafe  
LIGHT — STRONG — FLEXIBLE**

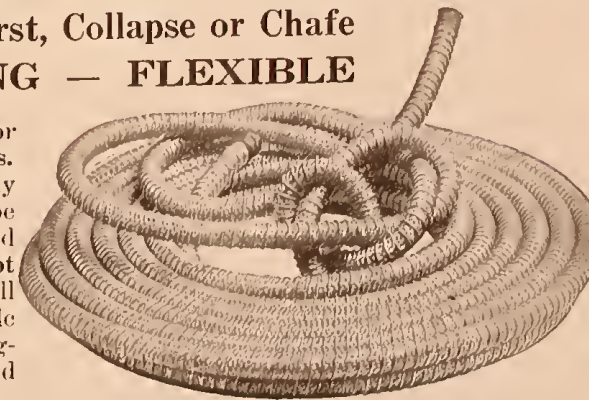
Answers all requirements for all kinds of spraying. 1000 lbs. pressure will not burst it. Easily coiled in a three inch circle. Tube specially compounded to stand spraying solutions. Hose cannot kink, and therefore delivers full capacity at all times. Outside protected against knocks, dragging over rough surfaces, and sharp turns.

Trial order will show satisfaction and economy.

Manufactured  
solely by  
**PHILADELPHIA**

**MULCONROY COMPANY, Inc.**  
(Agents Wanted)

Established  
1887  
**NEW YORK**







## getting to market

The Yuba Ball Tread Tractor cuts the time and cost of getting to market.

It takes up but little more road space than a two-horse team, yet has the power of twelve or of eighteen horses — real live animals with head down and shoulder straining against the collar.

No matter what condition the roads may be in or how steep the grades may be, it never stops to rest. No balking — no shying — no shirking with it. It is easier to control than one horse.

### THE YUBA BALL TREAD TRACTOR

Rough rutty roads will not damage the machine nor will the machine damage an asphalt-paved street. Its rugged, powerful construction and the low pressure per square inch on the bearing area of the treads prevent this.

The cost of this form of hauling power as compared with horses is surprisingly low. It helps solve the labor problem, too.

*There is a booklet telling more about it.*

## THE YUBA CONSTRUCTION CO.

433 California Street,

San Francisco

Dept. G-21

Works, Marysville, California

fixing the price is passed to the firm making the advances; it will prevent fruit being sold in competition at lower prices; it will prevent cutting of prices.

The marketing concerns have very generally signified their willingness to act in harmony. When any transgressions occur immediate investigation will follow by the Executive Committee and a fair, unbiased report will be rendered. If the marketing concern in error gives a satisfactory explanation and a definite assurance of good faith for the future the same will be

given proper consideration. If, however, any marketing concern refuses access to the records in reference to any such transactions or refuses to comply with the plan of the Fruit Growers' Council, such information will be communicated to the growers, who will be required to use their power, which is a cancellation of tonnage. The successful operation of the plan depends upon the loyalty of the growers to the Growers' Council, the Board of Control and the Executive Committee. Every delegate present be-

lieves in the loyalty of the fruitgrowers. It is the consensus of opinion of all delegates that the fruitgrower's success, his existence, his home and future depend on his loyalty to this plan, its Executive Committee and Board of Control.

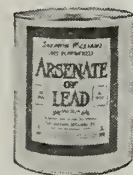
The Luther Burbank Company, San Francisco, sole distributors of the Burbank creations, sent this office its attractive seed and nursery catalog for 1915, containing a good description of their many specialties.



## Business Thinking On the Farm

Business thinking, which always precedes business methods, is entering the fruit growing industry more rapidly than ever before. Necessity is the mother of invention and while there may be no spectacular discoveries in the growing of apples and other fruit there is a rediscovery of certain basic principles which underlie all industrial prosperity. For instance the February number of Better Fruit opens with an article by the editor, E. H. Shepard, on "How Can We Make More Money on Apples?"

The first point made is to reduce the cost of production. "If we can save 5 or 10 cents per box in the growing and 10 cents per box in the harvesting it is worth saving." Mr. Shepard finds few growers keeping a record of the actual expenses of pruning, cultivation, spraying, irrigation, etc., on orchards. When growers begin to keep these records intelligently and persistently and compare these expenses with other growers' accounts "then they will ascertain where their own costs are too high and use such knowledge that certainly ought to be able to reduce each cost to a reasonable minimum."



### SHERWIN-WILLIAMS Dry Powdered Arsenate of Lead

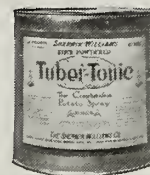
It's all poison. You pay for no water. Will not freeze. Light in weight. Easy to handle. Sure death to insect pests. Longest adhesion.

Won't injure fruit or foliage.



### SHERWIN-WILLIAMS Dry Powdered Fungi-Bordo

Why take chances on home-made, guesswork Bordeaux Mixtures when it costs no more to use this scientific spray prepared by experts? A sure cure for all fungus growths.



### SHERWIN-WILLIAMS Dry Powdered Tuber-Tonic

Kills as quick as Paris Green. Sticks like Arsenate of Lead. Checks fungus as effectually as Bordeaux Mixture. A three-in-one combination spray that keeps foliage growing to the end of season.

Send for our Spraying Literature

**THE SHERWIN-WILLIAMS Co.**

Insecticide and Fungicide Makers  
707 Canal Road, Cleveland, Ohio



## The ACME Pulverizing Harrow

### Prepares A Perfect Seed Bed on Fall or Spring Plowing

**T**HE COULTERS cut, crush and pulverize lumps and clods, leaving a leveled surface finely mulched to seeding depth, with a compact under-soil. The air spaces are eliminated, insuring plant roots a proper medium for healthy and vigorous growth. Manure and stubble plowed under are left underneath to nourish plant roots.

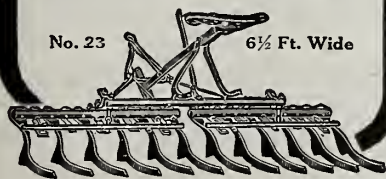
Sizes from 3 to 17½ ft. cutting width.  
For one to four horses.

#### All Steel—Light Draft

Write for free catalog and name of nearest dealer.

**DUANE H. NASH, Inc.**  
347 Division Ave., Millington, N. J.

No. 23 6½ Ft. Wide



# IRON AGE SPRAYERS

## —The Big Favorite with Northwest Fruit Growers

Thousands of fruit men know that "Iron Age" means the best sprayer on the market. If you are interested in sprayers this spring, you should write now for the Special "Iron Age" Catalogs and name of the nearest dealer.

### All Sizes —Hand or Power



"Iron Age" is the largest line of Spraying Machinery made. Hand Sprayers, Bucket Sprayers, Vertical and Horizontal Barrel Sprayers, and Power Sprayers in all sizes.

"Iron Age" Sprayers are equipped with all attachments for trees and small fruit. Prices range from \$3.50 to \$300.00.

Fill out the coupon or send a postal today for the Special Spraying Catalogs and name of your "Iron Age" dealer.

"Iron Age" Goods are Distributed  
in the Northwest by

**R. M. WADE & CO.**  
SINCE 1865  
PORTLAND, ORE.

Oldest and Largest Independent Wholesalers  
of Farm Machinery in the Pacific Northwest

MAIL THIS COUPON  
R. M. Wade & Co.  
331 Hawthorne Avenue, Portland.  
Send me Special "Iron Age" Spraying  
Catalogs.  
Name \_\_\_\_\_ Address \_\_\_\_\_

## Delivered TO YOU FREE

A sample 1915 model "Ranger" bicycle, on approval and 30 DAYS TRIAL.  
Write at once for large illustrated catalog showing complete line of bicycles, tires and supplies, and particulars of most marvelous offer ever made on a bicycle. You will be astonished at our low prices and remarkable terms.  
**RIDER AGENTS Wanted**—Boys, make money taking orders for Bicycles, Tires and Sundries from our big catalog. Do business direct with the leading bicycle house in America. Do not buy until you know what we can do for you. WRITE TO US.  
**MEAD CYCLE CO., DEPT. S-269, CHICAGO**





# HURST SPRAYERS

## The Famous Quality Line

The result of 28 years' practical experience in building sprayers. Hurst Sprayers have stood the test of time and stand today head and shoulders above all competition. The big success of the Hurst line can be summed up in one word "Simplicity." Every Hurst Sprayer is a marvel of simplicity. No unnecessary parts to cause trouble and annoyance. Combined with simplicity they have the greatest convenience and utility.

## 32 Different Styles

A quality sprayer for every known need. Man, horse and gasoline engine power. Various sizes and styles of power sprayers, with and without engines. The Acme, shown below, is an exceedingly popular machine with the Western grower.

## Get Our Big FREE Book

This book should be in the hands of every fruit grower and farmer. Used as a class book in many of the Agricultural Schools. Contains 74 illustrations and descriptions of insect and fungus pests and gives the remedy for each. Shows our complete line of sprayers.

Write the Royer Implement Company, of Portland, Oregon, or us for a copy of this free book at once.

Live dealers wanted everywhere



**The H. L. Hurst Mfg. Co.** 8230 North St. Canton, Ohio

This Book  
FREE



## Kirstin One Man Stump Pullers Cost Less



Get my special low prices and free catalogue before buying a puller. Six models from \$37 up. Write at once to

**A. J. KIRSTIN CO.**  
230 Commercial St., Salem, Or.



LIVE AGENTS  
WANTED EVERY-  
WHERE.  
APPLY NOW.

**There's \$Dollars\$ Under Your Stumps**

## Cronk's Pruning Shears



To introduce the best Pruning Shears ever put on the market, we are now offering direct, providing dealer does not have them, our Cronk 26-inch Extra Heavy Shear at \$2.50 per pair, via parcel post, prepaid, cash with order. **March Only, \$2.25.**

**CRONK & CARRIER MFG. COMPANY, Elmira, N. Y.**

## Encyclopedia of Horticulture

JUST OFF THE PRESS

The only complete, thorough manual of fruit growing published—covering every feature—planting, pruning, cultivating, spraying, diseases, harvesting, etc., as used and approved by Northwest fruit growers. Contains valuable statistics. All reading matter arranged conveniently for reference and indexed.

It tells how to do the things that every fruit grower must do who is growing fruit as a business.

**Three Volumes Handsomely Bound**

Write for circulars containing full descriptive matter and prices.

**ENCYCLOPEDIA OF HORTICULTURE CORPORATION**  
407 Miller Bldg., North Yakima, Wash.

Mr. Shepard finds that vinegar factories and cider mills paid last year \$7 and \$8 per ton and this year they paid \$6 per ton for cull apples which constitute from 10 to 20 per cent of the entire crop and which cost the grower just the same amount of money to grow and to pick and to grade as the merchantable fruit. Selling these culls at \$6 per ton would amount to about \$20 per acre, which by-product no reputable business man would neglect.

Those who know E. H. Shepard will forgive him for using the following words, as the pressing need of pointing a moral would justify him in using this figurative language: "For nearly 40 years I have tried to find a way which would enable me to earn a living by working half of the time and loafing the other half, but I have not found it." Mr. Shepard adds:

"You know and I know that the average orchardist does not actually put in much more than six or seven months' work on his place during the entire season outside of his chores. By that I mean that after the first of November, when a crop is harvested, and during the months of December,



America's  
Pioneer  
Dog Remedies

## BOOK ON DOG DISEASES

### And How to Feed

Mailed free to any address by the Author

**H. CLAY GLOVER, V. S.**  
118 West 31st Street, New York

# The First National Bank

**Hood River, Oregon**

**Capital and Surplus**  
**\$135,000**

**4% Interest Paid on Savings  
and Term Deposits**

**F. S. STANLEY, President**  
**E. O. BLANCHARD, Cashier**



January, February and March, the fruitgrower does not do much of anything except a little pruning. The other six months, outside of the harvesting season, the average fruitgrower is not a very hard worker, and a big lot of them spend from one-quarter to half their time fooling around town instead of being actually engaged in producing something on the ranch which would bring them in extra money. With few exceptions, there is not a single man engaged in the fruit-growing business in the Northwest who cannot do something to bring in some extra money."



## Modern Dairy Supplies



Simplex Separators



Wire Baskets



Brushes

"Every fruit grower should keep two or three cows," is the advice of Mr. Shepard of Better Fruit. And to care for your cows and your dairy products properly, you need modern supplies.

We carry the largest line of Dairy Supplies in the Northwest.

Simplex Cream Separators, Babcock Testers, Cans, Brushes, Bottles, Etc.

**Free Catalogs**

gladly sent upon request.

**MONROE & CRISSELL**

"The Simplex Line" DAIRY SUPPLIES  
126 FRONT ST. PORTLAND, OREGON

F. A. BISHOP, Secretary

**HOOD RIVER ABSTRACT COMPANY**

HOOD RIVER, OREGON

ABSTRACTS INSURANCE  
CONVEYANCING



## Ideal Gopher Trap

Only Trap guaranteed to catch large or small gopher. Being round with thin edges gopher walks into trap before detecting anything in runway. Positive grip. Jaws always hold. 100 per cent efficient—catches gopher every time. Far safer and surer than poisons or gas. Farmers say it's worth dozen other makes. Price 50c. If your dealer can't supply you, will be sent post-paid on receipt of 60c; two traps for \$1.10; six for \$3.00. Money back if not satisfied.

**E. J. CHUBBUCK CO.**  
Dept. C

731 Market Street SAN FRANCISCO, CAL.

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

Let us furnish you estimates  
on your

# Fruit Labels

**DISTINCTIVE AND ARTISTIC DESIGNS FURNISHED  
THE SIMPSON & DOELLER COMPANY**

NORTHWESTERN BANK BLDG.

E. SHELLEY MORGAN, N.W. MANAGER. PORTLAND, OREGON.

## BETTER FERTILIZING BETTER FRUIT

**B**BETTER FERTILIZING and the consequent better fruit crop go hand in hand. To the thoughtful business orchardist fertilizing is a profitable investment—a chance to turn his money over at a good profit.

For good fertilizer you cannot beat

## DIAMOND MIXED FERTILIZERS

The base of DIAMOND FERTILIZERS is bone meal and tankage. No cheap filler is used and every pound is good fertilizer. DIAMOND FERTILIZERS contain an unexcelled high percentage of available fertilizer, and available fertilizer is all that is of any use.

In addition to our various prepared fertilizers for specific purposes, we carry large stocks of

**POTASH**

**NITRATE OF SODA**

**PHOSPHORIC ACID**

**LIME**

**LAND PLASTER**

**BONE MEAL**

**BONE TANKAGE**

**BLOOD**

Prompt deliveries are assured.

### FREE FERTILIZER BOOK

We publish a carefully prepared and authentic reference booklet which every grower should have. It contains a dependable analysis of the various fertilizers and tells how and when to apply. We also have for distribution the valuable booklets "Potash Pays" and "Plant Food," published by the German Kall Works. Ask for Booklet 85.

**PORTLAND SEED COMPANY**

PORTLAND, OREGON

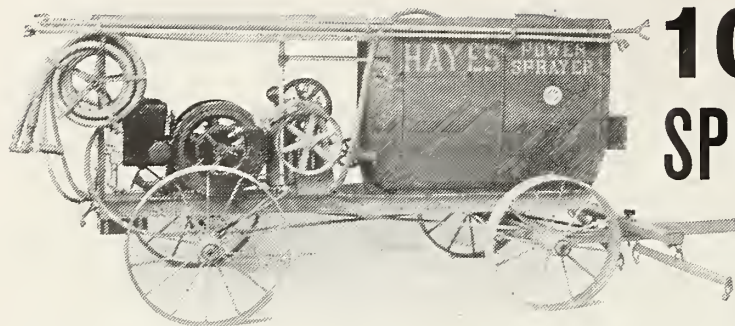


It is not so many years ago that the newly fledged fruitgrower in the Pacific Northwest would look with quiet scorn upon the man who should advocate any farming industry upon the fruit farm other than his specialized industry; just at this very moment it would be hazardous for any wise-acre to advocate any farming industry on the grain farm than that of growing wheat. With the soaring prices the wheat grower does not feel the pressure of the hand of necessity. That he, too, will come to see the light of basic business principles may be confidently expected.

Cost of marketing is another point taken up by Mr. Shepard. Home storage, consumption to follow the suppression of exorbitant retail prices, and the economy of motor power on the farm, are other features which will enable the fruitgrower "to make more money on apples." — Spokesman Review.

The Holt Mfg. Company, Incor., Stockton, Calif., are putting out a very attractive illustrated circular showing "the Littlest Caterpillar of All." The same can be obtained free on application.





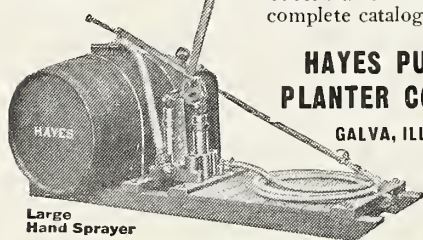
# 100 % SPRAYING

**300 POUNDS  
PRESSURE  
GUARANTEED**

**H**IGH PRESSURE spraying is 100% efficient. The more thorough the spraying operation the greater is the **PROFIT** from the crop.

All **Hayes** Power Sprayers are *guaranteed* to maintain 300 lbs. pressure.

**25 STYLES -  
Hand or Power  
Sprayers for  
Small or Large  
Orchards**



Large  
Hand Sprayer

**Hayes** Hand & Power  
**SPRAYERS**

We make sprayers for orchards, field crops, shade trees, hops, poultry, painting, home and garden use.

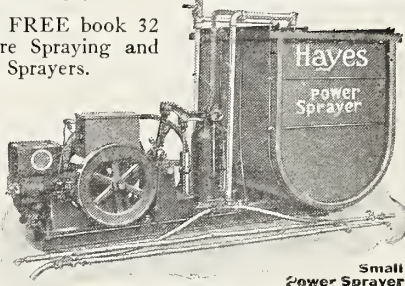
**WRITE** Send postal for **FREE** book 32 on High Pressure Spraying and complete catalog of **Hayes** Sprayers.

**HAYES PUMP &  
PLANTER COMPANY**  
GALVA, ILLINOIS

300 lbs. pressure completely atomizes the solution into a penetrating fog-like mist that *seeks out* and *adheres* to every particle of foliage. Less solution is required,

less time to apply, hence lessened cost, besides, a better quality and larger quantity of salable fruit.

**1 1/2 h. p.  
100 Gallon Tank  
300 Lbs. Pressure**



Small  
Power Sprayer

W. Atlee Burpee Seed Company, Philadelphia, has just issued a very nice little booklet on flower and vegetable seeds, with a magnificent cover on one side of sweet peas in colors and Golden Bantam Corn on the other.

Hayes Pump & Planter Company, Galva, Ill., are mailing a very instructive circular, entitled "100 per cent Spraying," which is beautifully illustrated.

Sweet Peas—People who desire a nice bed of sweet peas should plant them just as soon as the soil is in proper condition.

## Walnuts Are Dollars!

Plant a Walnut Grove that will grow into Dollars while you sleep. The Vrooman Franquette bears at three years and sells for 25 cents per pound—is smaller than an apple and sells for more money. Get in with the tide and get rich. At forty feet apart, it only takes 28 trees to the acre. Is cheaper than an apple orchard to plant, and makes your land more valuable. True Vrooman Franquette Walnut trees at bargain prices at

**Mira Monte Nursery**  
San Jose, California

## Burpee's Seeds Grow

THE truth of this famous slogan is proved by thousands of pleased and permanent customers. The Burpee Idea of Quality First—"to give rather than to get all that is possible"—combined with efficient service, has built the world's greatest mail order seed business. We deliver seeds free by parcel post, and have not advanced prices because of the war. Write today for **Burpee's Annual**, the "Leading American Seed Catalog" for 1915. It is mailed free.

**W. ATLEE BURPEE & CO., Burpee Buildings, Philadelphia**

## MORE, BETTER AND LARGER FRUIT

will be produced by your orchard the coming season, and a better market will be yours if you will spray your trees and fertilize your soil with

### Nitrate of Soda, King of Fertilizers

which contains 15 per cent of nitrogen, the food which is the soil's "Staff of Life." It will produce tremendous results at small expense.

Write us for literature telling you what it will do and how to use it. Write Dept. B

**NITRATE AGENCIES CO., Leary Building, Seattle**

## GREAT REDUCTION IN PRICES

Apples, Pears, Peaches, Prunes, Plums, Cherries, Apricots, Nut Trees, etc. Also Gooseberries, Currants, Strawberries, Grapes, Berry Bushes, Rhubarb, etc.

**ALL OF THIS STOCK MUST BE SOLD**

Write today submitting your want list for quotations; also ask about our premium offers, which are worthy of your consideration.

**LAFAYETTE NURSERY CO., Desk A, Lafayette, Oregon**

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

**BUY AND TRY**

## White River Flour

**MAKES**

**Whiter, Lighter  
Bread**



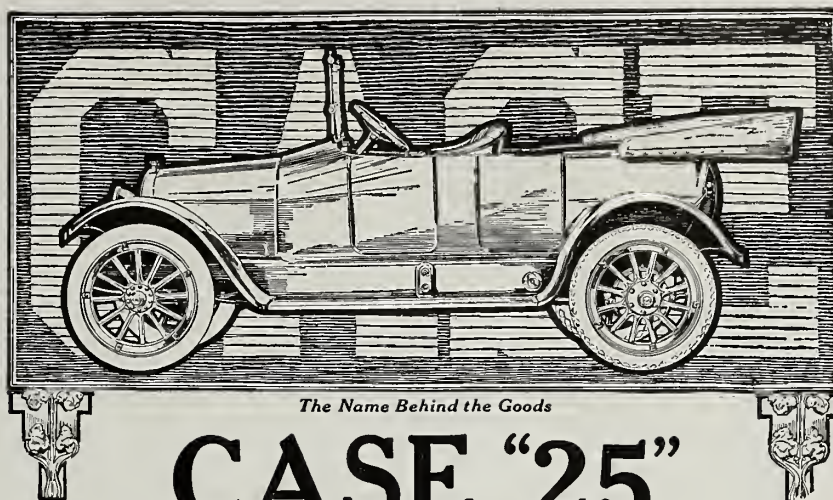
## Seeding and Harvesting Red Clover

Throughout the greater part of the clover belt clover is seeded in the spring on winter wheat or with spring grain. In the southern part of the clover belt seeding in corn at the last cultivation has been successful. When red clover is seeded on winter grain it is sown broadcast early in the spring when the ground is honeycombed by freezing and thawing. If sown later when the ground can be worked it is broadcasted and harrowed in or seeded as shallow as possible with a disk drill. In the spring grain sections red clover is sown at the same time the grain is drilled. It is the practice in some locations to attach a grass seeding attachment to the grain drill and drop the clover seed either in front or behind the grain hose. If dropped in front of the grain hose the drill will cover it, but if dropped behind it should be harrowed in. Care should be taken to see that the seed is covered about 1 inch in loam soils and one-half inch in clay soils. It is important that the seed be well covered so that the young plants will have sufficient moisture to become established. It is recommended on soils which are poor in humus to apply a dressing of straw or manure to the winter wheat. This will help to control washing and packing as well as the loss of moisture. It may be the means of establishing a stand which would otherwise fail. Eight to ten pounds of seed are usually sown to the acre.

Red clover should be cut for hay when just past full bloom. At this stage the maximum protein and dry matter is present, the leaves are still intact, and the stems green. The hay should be so handled that it will reach the barn or stack with the least possible exposure to the weather and loss of leaves. It should not be allowed to become too dry in the windrow and should be cured in the shock. The second crop of clover may be cut for hay, pastured, or allowed to mature for seed. If a seed crop is to be harvested it should be cut when nearly all of the heads have turned brown or black. The mower, self-rake reaper, or binder may be used to cut the crop. When the mower is used the hay should be raked and bunched while damp to prevent shattering. It should not be tied in bundles when the binder is used.

Observations indicate that failure to obtain a successful stand of clover is due to a number of different causes, any one or any combination of which may react very unfavorably to its growth. The primary causes of clover failure appear to be due to depletion of the humus content of the soil and soil "acidity." Clover will not succeed on poorly drained soil. Lack of fertility reduces the yield in some sections. In the spring grain sections the nurse crop should be seeded from one-half to two-thirds the usual rate.

When a full seeding of the nurse crop is made, and this is especially



The Name Behind the Goods

# CASE "25"

Complete \$1350—5% Discount  
If Cash

If We Equipped and Priced as Others Do

**\$1239<sup>75</sup>**

Of the 30 medium-priced cars—from \$1250 to \$1500—the CASE costs the least.

This is the only car that comes *completely* equipped with Extra Casing, Tire Cover and Extra Inner Tube On Rim, Weed Non-Skid Tire Chains, and Eight-Day Clock.

On any other car, men have to pay extra for all these necessary features. The farmer requires them even more than the man in town. Because you drive in the country six days to his one. You are much more remote from garages and service stations.

These features, with 5 per cent discount that we give if cash, amount to precisely \$110.25.

Add this to the price of any other car in this class, and it costs you more than the CASE "25" *complete* at \$1350.

Or deduct it from the \$1350 price of the CASE, and this car costs but \$1239.75, on their basis of equipment.

## Hidden Values

CASE buyers count this low cost an extreme advantage. Yet these cars have never been sold on price. They are winning men everywhere because of the way they are made and the stuff that's in them.

These are the "unseen values" in the *vitals* of a car. And you must rely upon a maker's *ability* to build them *right*. Also his *reputation* for *embodying* them.

## Your Safeguard

In both of these respects CASE stands, as you know, without a peer. We have won, through more than 70 years, acknowledged leadership as makers of farm power machinery. And motive power is the basis of an automobile. So—when it comes to you, as it must, to rely on the name behind some car—

Remember that CASE means utmost *security*.

\* \* \* \* \*

And remember that CASE cars are sold by our own organization. All over America, and beyond, it handles this car in connection with our other products. Hence we *save thousands* where other makers *must spend*—in selling. And so we spend in many ways for better materials and workmanship. *These are ways where others must save.*

Our new illustrated catalog tells you of many of the places where we spend to your advantage. Before you buy a car, have this book and learn the facts that save your repair bills.



NOTE—Ask us also for our 1915 catalog picturing and describing CASE Threshing Machinery, Tractors, CASE-Racine Tractor Gang Plows, Corn Shellers, Hay Balers and Road Machinery. Sent free, postpaid.

# CASE

The Car With the Famous Engine  
(282)

J. I. Case  
T. M.  
Company  
Inc.

Founded 1842  
Dept. 548  
Racine, Wis.





# POTASH

is food for thought  
as well as for crops  
this year.

When shipments were interrupted by the war, it was estimated that there was enough Potash on hand in the United States to provide two and three per cent Potash in mixed fertilizers for this spring's trade. Some manufacturers had more than enough for these percentages.

Since then minor sources of Potash have been fully utilized, and additional shipments from the usual source are still being received.

The supply is below normal, but this need not prevent farmers securing some Potash in their fertilizers, nor should it lead farmers to decide not to use fertilizers.

There is no reason to return to the out-of-date goods without Potash, although some authorities may try to "wish" them on us.

We have not used enough Potash in the past. The largest annual import of Potash was only one-seventieth of the Potash *taken from the soil* by our 1914 corn crop and only one-fifteenth of the Potash lost every year in drainage water.

Spring crops use from two to ten times as much Potash as Phosphoric Acid. Get as much Potash in the fertilizer as possible. A few firms are offering to furnish from four to ten per cent.

There is no substitute for Potash. It may be harder to get just now, but POTASH PAYS.

**GERMAN KALI WORKS, Inc., 42 Broadway, New York**  
Chicago, McCormick Block  
Atlanta, Empire Bldg.  
San Francisco, 25 California St.  
Savannah, Bank & Trust Bldg.  
New Orleans, Whitney Central Bank Bldg.

true of oats, the greater portion of the soil moisture is used by the grain. The clover plants thus become weakened and when the grain is cut they are killed by the hot sun before they have time to recover. Alsike clover does well on soil which will no longer grow red clover, and where moisture is sufficient it is recommended that alsike be planted. Sweet clover or soy beans are very good soil renovators, and they may replace red clover in the rotations until the soil is in such condition that red clover will succeed.

## The Encyclopedia of Horticulture

The Encyclopedia of Horticulture is a new work just off the press, edited by Dr. Granville Lowther and Mr. Worthington of North Yakima, Washington. It is a magnificent set of books, consisting of three large volumes of several hundred pages with hundreds of illustrations. It is a practical encyclopedia of horticulture. It is not only an encyclopedia of horticulture but practically a manual of horticulture for the fruitgrower. It deals in a practical way with every feature of horticulture,—varieties to plant, setting the orchard, cultivation, pruning, spraying, harvesting, etc. In addition to this it is a complete manual for all the different diseases and pests, telling how they can be recognized and giving treatment for eradication, control and prevention. It contains much information about marketing and harvesting, and also contains an immense amount of statistical matter which is of great value to the fruitgrower. While many books have been written about horticulture, this is the first set of books that covers the field of horticulture thoroughly in a practical way, and therefore is of inestimable value both as a guide and for reference to the fruitgrower. It is a set of books that should be in the possession of every fruitgrower. Full particulars can be secured by writing the Encyclopedia of Horticulture Company, North Yakima, Washington.

The Fruit Growers' Council, Board of Control and Executive Committee.—If the information in the March edition of Better Fruit interests you about this great movement on the part of the apple growers of the Northwest to secure better prices, don't fail to subscribe now so as to get the April edition because that will contain some very interesting features and descriptive matter in reference to this great movement which is not available for the March edition.

The Panama-Pacific International Exposition discontinued the sale of season tickets six weeks before the opening day, because the unprecedented advance sale of bulk admissions led the management to believe that it could obtain more money by suspending reduced rates. This sale of tickets indicates that the Exposition is going to be a wonderful success.

LESLIE BUTLER, President  
TRUMAN BUTLER, Vice President  
C. H. VAUGHAN, Cashier

Established 1900

## Butler Banking Company

HOOD RIVER, OREGON

Capital . . . . . \$100,000.00

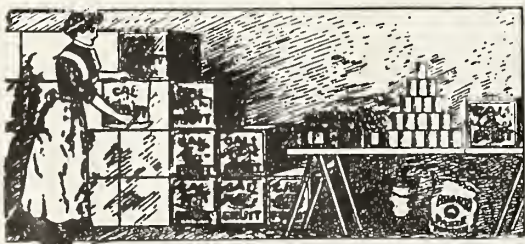
4% Interest Paid in our Savings Department

WE GIVE SPECIAL ATTENTION TO GOOD FARM LOANS

If you have money to loan we will find you good real estate security, or if you want to borrow we can place your application in good hands, and we make no charge for this service.

THE OLDEST BANK IN HOOD RIVER VALLEY

## Paste for Labeling—"Palo Alto" Paste Powder



added to cold water, instantly makes a beautiful, smooth, white paste. Ready for immediate use at a cost of 10 cents a gallon. No labor. No muss. No spoiled paste.

PASTE SPECIALISTS  
**Robinson Chemical Works**  
349-351 Elghth Street  
San Francisco, California



## Built Like a Hand

There are many practical reasons why this "Dan Patch" is the perfect driving glove.

There is your size with snug fit and complete protection yet built to give bare-hand freedom.

## Hansen's Gloves

have proved for thousands of farmers that work can be done best, easiest and fastest when hands are in healthy, happy condition—and for this you need Hansen's.

Our 500 styles include gloves for women and boys. All should know the joy and saving of a Hansen. At your dealer's or ask us.

**O. C. Hansen  
Mfg. Co.**

130F Detroit  
Street  
Milwaukee,  
Wis.

Write  
for  
Free  
Book  
of  
Gloves

All Sizes.  
Colors—tan,  
chamois and  
dove.

## BARGAINS

—IN—

## Walnut Trees

	Price Per 100
Franquettes, 6 to 8 feet, on California Black Root .	\$65.00
Franquettes, 4 to 6 feet, on California Black Root .	50.00
Franquettes, 3 to 4 feet, on California Black Root .	40.00
Franquettes, 2 to 3 feet, on California Black Root .	30.00

## True Vrooman Strain of Franquettes

Dug with exceptionally good roots, at

**Mira Monte Nursery**  
San Jose, California

The Rumley Company advises us that all correspondence in future should be addressed to La Porte, Indiana. They state that under the management of a receivership their affairs are going along just the same as they ever did. We are also informed that their branches are being conducted in the interests of the company and its customers just as actively as usual. In fact they state they are giving their branches increased attention in their endeavor to render more efficient service in the way of prompt shipments of machinery and repairs. This office is in receipt of three very attractive catalogs on farm power machinery sent out by the M. Rumley Company.

Mahlon Terhune, freight broker, Produce Exchange, New York City, has just issued a very interesting circular giving the dates of all steamers sailing from New York City. The total export shipment of apples in barrels for the season to January 30th was 2,024,540. The total shipment last season to January 30th was 1,541,966 barrels, showing an increase in export shipment of apples for the year 1915 of about 33½ per cent.

Directors of the Northwestern Fruit Exchange held their annual meeting at the new headquarters, Seattle, January 26. Some changes were made in the list of officers, who are now as follows: President, Reginald H. Parsons; vice-president and general manager, W. F. Gwyn; secretary, Arthur A. Prince; treasurer, D. H. White; assistant secretary and assistant treasurer, H. H. King.

The Hardie Mfg. Company, Lansing, Mich., are putting on the market a spray outfit especially adapted for the small orchardist and steep side hills, called the "Hardie Jr." There has long been need for a small power outfit at a reasonable price and the Hardie Mfg. Company claim the Hardie Jr. fills the bill.

The Portland Seed Company have just issued their Complete Seed Annual for the year 1915, which is a very attractive and interesting catalogue, with a very handsome cover illustrating in colors half a dozen ears of Golden West sugar corn. The catalog is free and can be obtained on request.

The Northwestern Fruit Exchange desires to say to all correspondents and friends that it is in most cordial and hearty accord with the action taken by the Convention of Fruit Growers at Tacoma, and is exceedingly optimistic of the results which it confidently expects will issue therefrom.

Preliminary steps have been taken for the organization of the various marketing agencies of the Northwest into a Shippers' League for the purpose of co-operation amongst themselves in conjunction with the Executive Committee and Board of Control of the fruit growers for the adoption of constructive measures which shall be mutually beneficial to growers and shippers.

A meeting will be called of all shippers for the purpose of affecting a permanent organization of the Shippers' League. This meeting will be held in Seattle, at the earliest possible date.

Rubber Importations.—Reports issued by the Goodyear Tire & Rubber Company indicate that they will endeavor to make arrangements for their regular supply of rubber by the way of the Pacific Ocean, should Germany's blockade declaration seriously interfere with present traffic conditions.

## Orenco Prune Trees Cheap

Myrtle Creek, Oregon, November 26, 1914.

I feel like saying a few words to you on paper in regard to my Italian Prune trees. I am more than pleased with them. Really they are better than I expected. I cannot speak too much in praise of your company for such good trees. They are of good size, good height and good roots. Everyone that I talked with that ordered from you is well pleased.

(Signed) J. A. Copeland.

"ORENCO TREES" are universally known for their high standard of quality, and particular planters prefer to buy where they can depend upon quality, reliability and satisfaction. When you want really good trees at right prices, you can't do better than with us. Try it.

## Oregon Nursery Company

ORENCO, OREGON

SUCCESSFUL salesmen wanted.

## HAMILTON MADE SPRAYING HOSE

WILL SPRAY YOUR TREES FOR  
SEVERAL YEARS FOR

### ONE COST

½-inch Perfect Spray Hose, 6 p.y., 50-foot pieces coupled, or ½-inch STERLINGWORTH Reel Spray Hose in 500-foot lengths.

Either grade will stand 600 lbs. test and will be satisfactory for any power or hand sprayer.

\$15.00 for 100 feet. Cash with order.

Freight paid to your station. Shipped direct from factory the day the order is received.

**HAMILTON RUBBER MFG. CO.**  
TRENTON, N. J.

## YOU WANT THE BEST SPRAYER



Write for  
Catalogue 86  
**REIERSON MACHINERY CO.**  
Manufacturers

You want to save time, temper, trouble and trees. You want to raise fruit that brings the highest prices. You want to know all about our sprayer before you buy. There is more you ought to know. Do You Want To Know The Price?

182 Morrison St., Portland, Ore.



Ask for Catalogue No. 5



# Planet Jr. 12-tooth Harrow

is stronger, steadier in action, does more thorough work, and lasts longer than any harrow made. Is invaluable to market-gardeners, truckers, tobacco and small-fruit growers. The twelve **chisel-shaped teeth** cut out all weeds, stir and mellow the soil without throwing dirt on plants, and the pulverizer leaves the ground in finest condition. Can be set to desired depth and width, making delicate work easy. Equipped with non-clogging steel wheel.

Planet Jr tools are the most carefully designed and constructed; built of the finest materials, and are the most economical because they outlast others and do better work. Backed by over 40 years experience. Fully guaranteed.

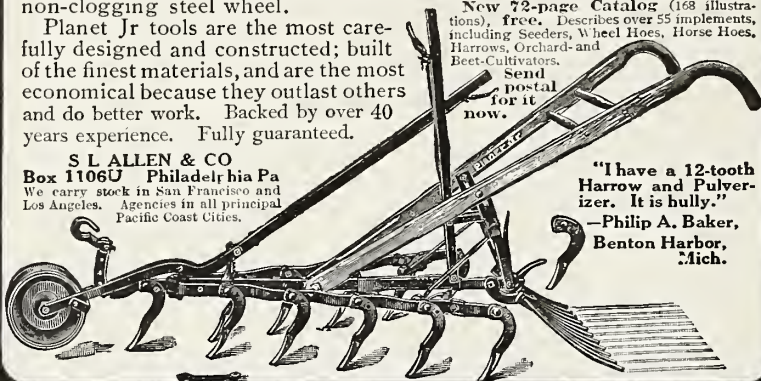
**S L ALLEN & CO**  
Box 1106U Philadelphia Pa  
We carry stock in San Francisco and Los Angeles. Agencies in all principal Pacific Coast Cities.

New 72-page Catalog (168 illustrations), free. Describes over 55 implements, including Seeders, Wheel Hoes, Horse Hoes, Harrows, Orchard- and Beet-Cultivators.

Send postal for it now.

"I have a 12-tooth Harrow and Pulverizer. It is hully."

—Philip A. Baker,  
Benton Harbor, Mich.



## MILTON NURSERY CO.

A. MILLER & SONS, Inc.—MILTON, OREGON

**Pear, Cherry, Apple, Prune, Peach. Full line Shade & Ornamental Stock**

Quality in Nursery Stock is a condition, not a theory, it is something we put into our trees, not say about them. 'Thirty-five years' experience enables us to do this.

**SALESMEN WANTED**

A Catalog and Special Prices on Request

1866  
to  
1915

49 years  
in the  
North-  
west

**I WANT EVERY  
FARMER TO PLANT  
SOME OF THESE  
PLUM TREES**

**Prize-Winning Seed from  
the "House of Gurney"**

Products of Gurney's seed won first premium at nine state fairs for best collection of vegetables in 1914:



Products of Gurney Seed, Oregon State Fair

The 160 page catalog and book of information free. Tells all about quality trees and seeds. It's free.

**GURNEY SEED & NURSERY CO.**

Box 5, YANKTON, SOUTH DAKOTA

Oregon, Utah  
Maine  
Nebraska  
Michigan  
Wisconsin  
Illinois  
Tennessee  
Louisiana

Pro N-E-HANSEN

The Panama-Pacific International Exposition had an attendance of 298,000 the first day. It is estimated by railroad people that one million people will visit the Exposition from east of the Rockies. It is also estimated that each one will spend \$100 in real money on the Pacific Coast. That means the Panama-Pacific International Exposition will bring \$100,000,000 in real money from the East and leave it on the Coast. But more important than this—Eastern people will have an opportunity to become acquainted with our wonderful climate, the productiveness of our soil and the splendid opportunities for business, which means that the Pacific Coast will grow faster in the future than ever before in the past. There is no place in the world where a living can be made as comfortable and easy as on the Pacific Coast, and no spot on the globe where the climate is so delightful the year round.

**Buy It Now.**—Reports generally indicate that the finances of the United States are in a splendid condition. On the first of March the deficit in trade balance had been completely absorbed that existed before the war and the last week in February the trade balance in United States was \$200,000,000 in our favor. The United States farming communities are prosperous. They had good crops and fair prices, and there is no reason for the present lack of activity in business. Everything is ready for the return of normal conditions. It only needs co-operation on the part of the public to move the wheels of commerce and when they once commence to run prosperity will return. If people will buy now what they actually need and what they will have to buy a little later they will help start business going that much quicker.

**"Vertical Farming,"** Dr. Gilbert Ellis Bailey, Professor of Geology, University of Southern California, which is a reading course in soils, soil culture and the uses of explosives in agriculture, with series of practical questions prepared by Mr. J. H. Squires, Agronomist, is the title of a booklet which is free on request by writing the E. I. DuPont Powder Company, Wilmington, Del.

The Chamber of Commerce Bulletin, issued by the Chamber of Commerce, Portland, Oregon, issued a splendid number in February, called "Progress and Prosperity Number." This number should be read by every resident of the Northwest. It is a splendid publication for anyone to send to eastern friends if they want to give them some idea of the Northwest.

The Fancher Creek Nursery, Fresno, Calif., have just issued a booklet by the President, Mr. Geo. C. Roeding, entitled, "Results of Thirty Years' Experience in California Horticulture," which contains much valuable and interesting information for the fruit grower and florist.



For spraying vines  
and small fruits you need a  
light, easily handled but effective  
sprayer. Thousands of farmers and fruit  
growers find the answer to this question in the

## ACME Compressed Air SPRAYER

This sprayer throws a mist-fine spiral spray with a pressure up to 60 pounds. You can use any spray, for the non-clogging nozzle cleans itself with every operation of the spiral plunger. The heavily galvanized riveted tank holds 3 1/2 gallons of spray and empties on one charge of air. Seamless brass pump can be placed in or outside the tank as preferred. Brass-and-bronze nozzle is non-corroding. Every joint is air- and water-tight. Each sprayer has heavy 3-foot hose and adjustable shoulder strap. We can furnish extension rod for tree spraying and crook-necked nozzles for low-lying vines.

### Send for ACME Catalog

Many other styles of ACME sprayers—liquid and dust—also the famous ACME Corn and Potato Planters, are shown in our big free catalog. Send for it. We will supply you with what you want if you are not near a dealer. If you are near a good dealer he can probably show you the ACME line. He at least will gladly order what you want from one of our distributors. Our Washington and Oregon distributors are:

#### WASHINGTON

Marshall-Wells Hardware Co., Spokane  
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Mitchell, Lewis & Staver Co., Spokane  
The Chas. H. Lilly Co., Seattle  
Polson Implement Co., Seattle

#### OREGON

Portland Seed Company, Portland  
Polson Implement Company, Portland

Mitchell, Lewis & Staver Co., Portland  
Marshall-Wells Hardware Co., Portland

Ask your dealer to order through his jobber. For ACME catalog please address our home office.

#### POTATO IMPLEMENT CO.

327 Front St., Traverse City, Mich.



**\$5.00 East of  
the Rockies**

## Experience of Oscar Vanderbilt, Hood River

**D**URING four months of the past apple marketing season Oscar Vanderbilt traveled through the middle west in the interest of the Apple Growers' Association. The experiences that he tells of point conclusively to the fact that attempts by individual growers to sell their apples lead to disaster, not only for themselves, but for the established selling machines in those markets demoralized by flooding of the independent shipper.

In the following interview Mr. Vanderbilt gives an account of his experiences: "The first four weeks I was out I found the towns of the middle west, where box fruit had never been used, ready to take good quantities of our fruit at prices asked by the associations. We sold from three to 10 carloads of fruit in many places. Dealers were putting the fruit into consumption on a small margin, and business was moving. But just as soon as rates were cut the box apple business ceased. We had more trouble in selling one carload of fruit than we formerly had in disposing of 10 cars. The reason for this was that each dealer was afraid that his competitor would buy at a lower price and undersell him in the local market. They immediately began to press

their barrel stuff, which had been laid aside for future business.

"In a number of places I found growers who had shipped their own crops of from one to three carloads and who had followed them up to sell them. They have no doubt by this time learned the error of their way and will never try the venture again. In no case did I find one of these independent shippers getting more than from 65 to 70 cents per box on the track at destination for their fruit. The highest returns I heard of were received by a grower who sold two carloads, composed of Jonathans, Rome Beauties, Ganos and Winesaps, to the Boston Store in Chicago. He received 70 cents a box on track. There was a charge of \$19 per car for demurrage. You can figure for yourself, after this demurrage and freight was taken out, the apples netted the grower about nine cents per box.

"In another instance I found two carloads of apples at Green Bay, Wis., on the tracks. The grower was trying to sell them to all buyers. But they had quickly gotten together, and when they refused the prices he asked, he put them in dry storage and in danger of loss by freezing. I visited the trade, but they told me that they did not want fruit at my price, since they

had two cars in their town already that they expected to get for 65 cents per box. You may be sure that I concluded to hunt other fields. Dealers as a rule frown on this class of business, and they handle it in the way they do to discourage it; for it demoralizes their business. I talked with a number of the growers who tried to sell their own apples this year, and I do not think they will ever try it again. I found in my experiences that the towns that had never handled box fruit were among the most liberal buyers, after they had discovered the qualities of the Northwestern product.

"Along with the heavy crop one of the big reasons for poor prices this year was the heavy business done in bulk apples amounting to some 50,000 or 60,000 carloads that were sold all over the middle west. The weather in





# MILK CANS

**Freed of Clots  
and Grime  
Thoroughly  
and  
Quickly  
by**



**Large  
Sifter Can,  
with Full  
Directions, 10c**



**Old Dutch  
Cleanser**

Chases  
Dirt

MAKES EVERYTHING "SPICK AND SHAN"

**GIANT WINTER RHUBARB** Now Best Time to Plant  
Should return from \$1,000 to \$1,500 per acre first year. If interested in Rhubarb, Berries or Cactus, write **J. B. WAGNER, Specialist, Pasadena, California.**

## Fruit Tree Stocks

Apple, French and Japan Pear, Mahaleb and Mazzard Cherry  
Myrobolan Plum

## Apple and Pear Grafts

Machine wrapped. Quality guaranteed. None better

## Roses

Immense stock of hardy kinds

## Ornamental Trees, Shrubs, Vines

Gooseberries, Currants, Raspberries, Blackberries

Large stock root cutting plants

## MOUNT ARBOR NURSERIES

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A Complete Line of  
High Quality Nursery Stock

Always pleased to quote your WANTS

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# PORTLAND HOTEL

The hotel which made Portland, Oregon, famous  
Most Desirably Located. In the Center of Shopping and Theatre District  
Covers a City Block

Broadway, Sixth, Morrison and Yamhill Streets

EUROPEAN PLAN—\$1.00 per day and upward

Write for Portland Hotel Booklet

Geo. C. Ober, Manager

October and November was mild and this fruit moved rapidly at for 40 to 75 cents per hundred pounds. Had the usual freezes in the fall of the year prevailed this competition would have been eliminated. Such a condition may not prevail again in years. Hood River has been particularly fortunate in the disposition her apples this year, all fruit having been sold for the most part, except some Newtowns, while hundreds of thousand of boxes of other Northwestern apples remain in storage. And Hood River's price has been more than 10 cents per box higher than that of other district. The district has been fortunate in having Wilmer Sieg to handle the fruit. When Mr. Sieg first came here I did not particularly take to him. But my four months' experience in the middle western markets have pointed out to me the benefits that he has brought to Hood River. I believe that a great bulk of our crop has been disposed of advantageously, on account of his broad acquaintance and friendship among the market men. When I would strike a town I would always find that they knew him and were friendly to him, and this thing helped me more than anything else to make my sales."

Mr. Vanderbilt was present at the Seattle meeting and declares that he is for harmony. "Lots of the growers," he says, "had got the idea that by the formation of the big central selling concerns we had reached the ultimate ends. No agency is perfect, and we must stop the holes as we find them. The organizations evolved in 1913 have been of benefit to the grower, for if we had last year such conditions as were prevalent in 1912, a great many apples would never have left the orchards at all. But while we are talking harmony, why not try to get together here at Hood River and go to the front in a solid organization. We have got to do this very thing sooner or later, or all of us are going broke. There is no use of Hood River growers going into the eastern markets and competing against each

**HOME CANNERS** All sizes. Used by U. S. Government Schools, Girls' Clubs, Collaborators and Farmers everywhere. For Catalog and Special Offer, write  
**ROYAL HOME CANNER CO., DEPT. P., ALBION, ILLINOIS**

## Steam Pressure Canning Outfits

Can your Fruits, Vegetables, Corn, Meats, Fish, etc., for home use and for sale at a big profit. Outfit more than pays for itself the first year. Eleven different sizes. Book of Canning Recipes free with outfit. Tells how to can everything. Write for Catalogue B.

Built by

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47 First Street  
PORTLAND, OREGON



other. Local petty jealousies cause the most of our strife. We cannot all be bellwethers. When Hood River presents a solid front then we can have the recognition that we deserve."

#### Growers Sign with Distributors

At the annual meeting of the Yakima Valley Fruit Growers' Association Dr. A. J. Pressey, of Selah, was reelected president, and F. E. Sickels, of North Yakima, secretary and manager. A majority of the new executive board in whose hands the management of the association rests are the same men who served last year. The old members on the board, in addition to Dr. Pressey, are J. J. Rudkin, of Kennewick, who was chosen treasurer, W. B. Armstrong, of North Yakima, and E. L. Porter, of Donald. The new members are C. H. Hinman, of South Nob Hill, Austin Woodyard, of Sunnyside, and J. F. Snyder, of Zillah. The full subcentral board of trustees consists of 48 members, or two from each of the locals, 27 of whom served last year.

The annual report of the Yakima subcentral revealed that it has handled 2,350 cars of fruit, including 1,870 cars of apples, this season to date. At the same time a year ago it had shipped 1,244 cars and had only 60 cars left to sell. The returns from sales are \$572,944 to date; the distributions, including advances on fruit in storage and for which returns have not yet been received, are \$678,284. The actual expense of operating will be \$22.30 per car this season, as compared to \$34.60 last year. Although the tonnage has increased 82.5 per cent, the total expense is only 11.5 per cent more. The membership has grown from 966 a year ago to 1,302. The report states that the association will equal its 1912 returns on apples which were the highest in the Northwest. The association ships a little less than 40 per cent of the Distributors' tonnage.

The Central Idaho-Washington Fruit Growers' Association has reported the reelection of F. N. Wright as vice-president and acting manager and C. H. Russell as secretary-treasurer of the Clarkston (Lewiston) Producers' Association. J. McAssey was chosen president. The other trustees elected are F. Baslington, John R. Smith, Peter Anderson and S. D. Steinger. It is stated that the Clarkston-Lewiston district will ship double its past tonnage through the Distributors during the coming season.

The Western Oregon Fruit Distributors has notified the central office that the Ashland Fruit and Produce Association at its recent meeting voted unanimously to continue the existing contract with the Distributors.

#### YOU CAN EARN \$50.00 PER DAY



with the  
Gearless Improved Standard  
Well Drilling Machine.  
Drills through any formation.  
Five years ahead of any other.  
Has record of drilling 130 feet  
and driving casing in 9 hours.  
Another record where 70 feet was drilled on 2½ gal. distillate  
at 9c per gal. One man can operate. Electrically equipped for  
running nights. Fishing job. Engine ignition. Catalogue W. E.  
REIERSON MACHINERY CO., Manfrs., Portland, Ore

## Vertical Farming PROVED

BY  
Effects of  
Orchard  
Blasting

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DU PONT

RED CROSS  
FARM POWDER

These cuts are made from photos  
showing comparative growth of pear  
trees from Spring of 1913  
to Aug. 1, 1914, Bellemont  
Orchards, Inc., Norfolk, Va.



IN DUG HOLE



IN BLASTED GROUND

**A**ll progressive farmers and orchardists know that trees planted in blasted ground grow much faster than those planted in the old way and bear fruit earlier.

This proves the truth of the principles of Vertical Farming, which aims to cultivate downward as well as to till the top soil.

Three years ago tree planting in blasted holes was experimental—now millions of trees are set out by the Vertical Farming method every spring and fall.

In like manner, blasting the subsoil to increase general crop yields, now regarded as experimental, will in a few years, be common.

To learn how and why Vertical Farming may double the yields of your farm, get the **Free Reading Course** in Vertical Farming, by Dr. G. E. Bailey, one of the best works on soils and soil culture ever published. Sent free with every request for our Farmer's Handbook No. F-338. Write now.

Established 1892 **DU PONT POWDER CO.**, Wilmington, Delaware

## Two World Expositions

NOW OPEN

Reduced fare round trip tickets, permitting stop-overs at all points in either direction, to the Panama Pacific International Exposition, San Francisco, and to the Panama California Exposition, San Diego, on sale every day to November 30

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### Scenic Shasta Route

Three Fine Trains Daily

Shasta Limited — San Francisco Express — California Express

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Ten days' stop-over will be allowed at San Francisco and Los Angeles on one way tickets sold to Eastern Cities when routed via the Southern Pacific, which will enable tourists to visit either or both Expositions.

Full particulars, fares, literature on the Expositions, train schedules, etc., from nearest Agent of the

## SOUTHERN PACIFIC

John M. Scott, General Passenger Agent, Portland, Oregon



## ACME Foot Lift Weeder

**A**RIDING orchard cultivator and mulcher. Gets all the weeds—large and small. Used in orchards or for summer fallowing; keeps down weed growth and properly mulches surface soil. **Foot Lift Lever** enables operator, on seat, to clear off weeds that may gather while working. All steel construction. Light draft. Depth of cut adjustable. Price right.

### Your John Deere Dealer Sells It!

#### What a user says about it:

No. Yakima, July 31, 1914  
Dear Sirs:—I take pleasure in recommending the ACME Weeder as the best implement I ever used for killing weeds and pulverizing the ground and I have used all of them. \$100 would not buy mine if I could not get another one.  
(Name on request)

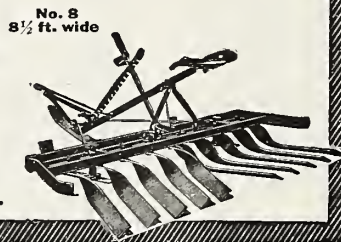
#### Another User Writes:

Mosier, Oregon, Aug. 22, 1914  
Gentlemen:—I consider the Acme Foot Lift Weeder the best tool for cultivating orchards that I ever used, and as a weed killer it certainly is perfection.  
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**DUANE H. NASH, Incorporated**

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## BARKER WEEDER, MULCHER AND CULTIVATOR



## "BEST WEED KILLER EVER USED"

The Barker Weeder, Mulcher and Cultivator successfully, in ONE OPERATION, kills weeds and forms a perfect soil mulch

It cuts weeds below the surface, chops them up and spreads them out on top—where they can't grow—to be dried out and turned into plant food. Breaks crust, pulverizes clods, aerates the soil. The REEL KNIVES and STATIONARY BLADE, working in combination, make a loose dust mulch which holds the moisture, forcing plant growth and insuring size and quality. Does more work and better than ten men with hoes. Has shovels for deeper cultivation.

Costs little. Write today for illustrated folder and Special Factory-to-User offer.

**THE BARKER MFG. CO., BOX 112, DAVID CITY, NEBRASKA**

## VIRGINIA FARMS PAY MORE

Corn Club boys raise 100 bushels and up per acre in Virginia and North Carolina, brings here 20% more than in West. Milk here wholesales 25c, Cream 75c gal. Va. export cattle bring highest prices London Markets. Va. apples sell here at \$2.00 box. Ideal Hog Country—Va. Cured Hams wholesale at 25c lb. Good climate. Farms \$15.00 per acre and up on N. & W. Ry. Write for lists and information now.  
**F. H. La BAUME, Agrl. Agt.**  
Norfolk & Western Ry. Room 228  
N. & W. Bldg., Roanoke, Va.



### RHODES DOUBLE CUT PRUNING SHEAR

Pat'd June 2, 1903.

**RHODES MFG. CO.,**

520 S. DIVISION AVE., GRAND RAPIDS, MICH.

**THE** only pruner made that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes. We pay Express charges on all orders. Write for circular and prices.

## The Typewriter for the Rural Business Man



Ball Bearing  
Long Wearing

Whether you are a small town merchant or a farmer, you need a typewriter.

If you are writing your letters and bills by hand, you are not getting full efficiency.

It doesn't require an expert operator to run the L. C. Smith & Bros. typewriter. It is simple, compact, complete, durable.

Send in the attached coupon and we will give especial attention to your typewriter needs.

L. C. Smith & Bros. Typewriter Co.,  
Syracuse, N. Y.  
Please send me your free book about typewriters.

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State .....

## The Growers' League

[From the Wenatchee (Washington) World]

**F**OR the information of those growers who were not in attendance at all the sessions of the preliminary convention for the formation of Wenatchee-North Central Washington Growers' League, the Committee on Organization presents in condensed form the resolutions adopted by the convention, stating its conclusions and the aims and purposes for which the League is being created and the essential methods which must be employed to bring those aims and purposes to fulfillment. Particular attention is called to the fact that these resolutions were presented and approved on the last day of the convention and that it was their intent to express the opinions brought to the convention by the precinct committeemen as given to them by the growers at the meetings held during the two weeks preceding the last session of the convention. It seems, therefore, that the majority of all growers in this district are unanimously agreed upon the principles hereinafter set forth.

(1). That we are working toward the establishment of fruit sales on a cash basis and at a fair price and the economical handling and marketing of our products to the end that maximum net returns may be made to the grower. (2). That we will practice co-operation among ourselves, true economy in the management of our affairs and absolute fairness toward those with whom we have business dealings. (3). That the following should be the duties of the League. (1). Establish grading and packing rules for fruit which shall be the uniform standard for all the units of the League. (2). Organize a board of inspection who shall inspect all fruit packed under the direction of the League and instruct growers, graders and packers in the standards of the grades and pack. (3). Establish a bureau of statistics and information whose aim shall be to gather facts in regard to the production, condition of fruit crops, markets, marketing

## Clover Seed

We handle more clover seed than any dealer on the Coast and can fill any sized order promptly. Prices are always the lowest on the best grades of seed.

## Vetch Seed

This is a specialty with us and we are in a position to make the lowest market prices. Also, a complete stock of Seed Grain, Farm and Field Seeds, Garden Seeds, etc. Send us a list of what you are going to need for our prices.

Catalogue free.

**D. A. White & Sons**

SALEM, OREGON



conditions, transportation, cost of production, and other facts affecting the production and marketing of fruits, and disseminate such information among the growers of the League, and the marketing agencies handling the products of its League. (4). Educate the public so that the consumer may know the comparative values of our different varieties and grades; improve those markets already established and discover and develop other markets; and regulate distribution both as to season and points of delivery. (5). Obtain data and assist the units in purchasing the supplies used by its members, and give aid and assistance to the units in financing its membership. (6). Investigate storage conditions and assist the units in obtaining storage that the marketing may continue over a longer period. (7). Investigate horticultural legislation and assist in securing laws beneficial to the fruit growers of the Northwest.

It is recommended that the above Declaration of Principles be read at the meetings of the various units and if found to express the general opinion of the growers that it be adopted and spread upon the minutes of the units. Committee on Organization, D. W. King Chairman, H. A. Saunders, U. G. Pogue, C. T. Haskell, J. B. Adams.

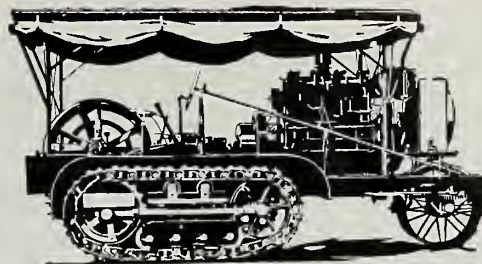
### Board of Control Movement

Views of H. F. Davidson.

No market expert is a greater exponent of such plans for the future than H. F. Davidson, who says: "The apple growers of Wenatchee, who have formed a cooperative league among themselves, are moving along in the right direction. If their efforts are successful, a wonderful step forward in the solution of the problem will be taken. The growers of Yakima, although they have not fully evolved their plans as yet, are getting together on similar lines. This trend all looks good.

"The Rogue River Valley has been very badly disorganized. So much so, that much of its fruit has been marketed on a disastrous basis, after advances have been made by commission houses. Such plans are very poor and will not only continue to be disastrous to the growers of the Rogue River Valley, but will have a serious effect on the industry in other districts, where comparative varieties are produced and sold on the same markets.

## Now Two Speeds Forward



The Caterpillar always has been a good hill-climber—that's one reason why Holt builds two-thirds of all tractors on the Pacific Coast. But we wanted a tractor that would climb *any* hill with *any* load. So this year we can give you a low speed (1.36 miles per hour) in addition to the normal speed (2.04 miles per hour). We figure now that it is going to take a good-sized mountain to stump the Caterpillar—no matter how big a harvester or gang of plows it is hauling. One owner writes that he hauled a 26-ft. cut Holt Harvester on a 48 per cent. grade, doing over 40 acres to the day.

It is constant improvements like this that are always keeping the Caterpillar so far in the lead—and that account for the numerous repeat orders that come in. There are other 1915 betterments, too—strengthening the frame, making a bigger steel platform, adding cut gears and a 3-bevel gear reverse—but write for new Catalog BE 175 and get the whole story.

**CATERPILLAR**  
Reg. U.S. Pat. Off.

*Don't say Caterpillar unless you mean Holt!*

### THE HOLT MFG. CO.

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Spokane, Wash. Stockton, Cal., Peoria, Ill.

Cons. Wagon & Mchy. Co., Sales Agts.  
Salt Lake City, Utah.

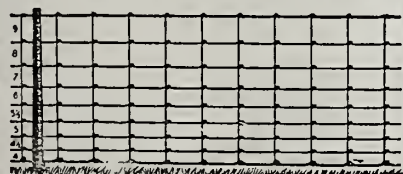
## IRRIGATION PIPE

Adapted to the special requirements of Orchard and Ranch Irrigation—delivering water in quantities wanted, where wanted. We have installed many large systems and will gladly advise you what we consider the best practice for your tract.

Storage, Spray and Wagon Tanks  
Irrigation Flumes, Culverts  
Smoke Stacks, Etc.

**Coast Culvert & Flume Company**  
PORTLAND (KENTON), OREGON

### DIRECT TO CONSUMER



**39-INCH FENCE 28 CENTS A ROD**  
Made of high-grade galvanized wire. Write for catalog and prices.  
**NATIONAL FENCE COMPANY**  
Columbia and Water Sts. PORTLAND, ORE.

## DEPENDABLE BRAND Lime Sulphur Solution

*The Standard Solution for  
The Fruit Growers of the Northwest*

Highest percentage of Sulphur in Solution in proportion to Baume test of any brand offered on this market.

MANUFACTURED BY

**GIDEON STOLZ CO., Salem, Oregon**





## Grasselli Arsenate of Lead Paste Grasselli Arsenate of Lead Powdered

The quality which has been standard in all fruit growing sections of the United States during the past eight years.

## Grasselli Brand Sulphate of Nicotine

Guaranteed to contain 40% Nicotine.

Thrips and other plant lice can be destroyed by spraying with Grasselli Brand Sulphate of Nicotine. May be combined with Arsenate of Lead or Lime-Sulphur Solution, or both, to give a combined treatment for Plant Lice, Leaf Eating Insects and Fungous Diseases.

## The Grasselli Chemical Co.

Cleveland, Ohio

St. Paul, Minnesota

ESTABLISHED 1839

Distributors in All Leading Fruit Districts

## LADD & TILTON BANK

Established 1859

Oldest Bank on the Pacific Coast

PORTLAND, OREGON

Capital . . . . .	\$1,000,000.00
Surplus . . . . .	1,000,000.00

### Officers:

W. M. Ladd, *President*  
Edward Cookingham, *Vice President*  
W. H. Dunckley, *Cashier*

R. S. Howard, Jr., *Assistant Cashier*  
J. W. Ladd, *Assistant Cashier*  
Walter M. Cook, *Assistant Cashier*

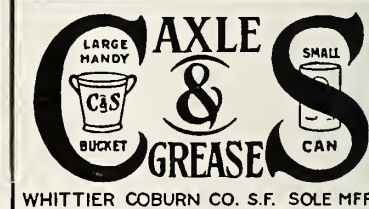
INTEREST PAID ON TIME DEPOSITS AND SAVINGS ACCOUNTS

Accounts of banks, firms, corporations and individuals solicited. Travelers' checks for sale, and drafts issued available in all countries of Europe.

"Of all the districts Hood River is at present the best organized. But even here we have enough dissension to cause considerable losses to our own growers. And it seems, in the light of information secured through our costly experience during the past few years, that it behooves the growers and shippers of all districts to get together, themselves, and then they can make satisfactory arrangements with each other. The movement at Seattle was certainly a step in the right direction. But it will not be of much benefit to the fruit growers, unless each district perfects an organization on its own and then practically gives the central board its unanimous support. The details of the central board of control have as yet not been worked out, but satisfactory working plans will come as a consequence, if the proper spirit is placed behind the movement which must be built up by the growers, themselves, through their shipping organizations."—Hood River Glacier.

### Apples in the English Market

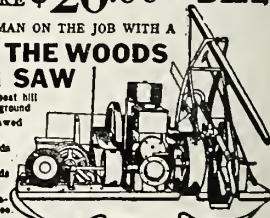
Mail advices received from J. C. Houghton & Co., Liverpool, England, dated January 7, give the following report of apples in the English market: "New Hampshire apples continue to arrive in unsatisfactory condition, and many Maine apples also show up badly. The difference in price between tight and slack is now more accentuated, buyers seeming to have lost confidence in anything not absolutely reliable. Virginia apples have been rather more in evidence, and anything choice was appreciated. Many results of Canadian and Nova Scotian apples are disappointing. Newton box apples from the Northwestern States are of excellent quality, which makes the discouraging returns to shippers the more regrettable." The arrivals of American and Canadian apples for the week ending January 5 is given as 22,423 barrels and 15,360 boxes; total arrivals to January 5, 1915, 549,839 barrels and 228,126 boxes.—California Fruit News.



## YOU CAN MAKE \$20.00 A DAY

AND JUST ONE MAN ON THE JOB WITH A  
**KING OF THE WOODS  
DRAG SAW**

Pushes itself up the steepest hill and over the roughest ground  
One man writes he saved 64 ricks in 10 hours.  
Another saved 40 cords in 9 hrs.  
Another saved 36 cords in a day.  
Another writes his machine will climb a tree  
**THAT IS MORE YOU SHOULD KNOW.**  
Write for Testimonials and Catalog D 1



**Reiersen Machinery Co.**  
Manufacturers, PORTLAND, OREGON



**Mosier Man Optimistic**

Dr. C. A. Macrum, of Moiser, who attended the Seattle meeting is optimistic over prospects for the ultimate success of the movement started by the By-products Committee. "The delegates at the Seattle meeting were there with an honest purpose and discussed the problems with a serious mind. I am a harmony man, and I look for good to come of the movement. We simply must forget the past, trust each other and get together for the general good. We must remember that what is being done is not for any individual, but for all fruit growers. The fruit growers have got work ahead of them, but I think they will work out a plan that will be very beneficial."

**Elects Officers**

At the annual meeting held last week the Northwestern Fruit Exchange made some changes in its list of officers. The officers of the Exchange at present are as follows: President, Reginald H. Parsons; vice-president and general manager, W. F. Gwyn; secretary, Arthur A. Prince; treasurer, D. H. White; assistant secretary and assistant treasurer, H. H. King.

**UNIVERSITY OF OREGON****SCHOOL OF COMMERCE**

Portland, Oregon, January 2, 1915.

**Editor Better Fruit:**

I want to congratulate you on the very comprehensive article appearing in the New Year's Oregonian from your pen. It certainly is the most comprehensive, sensible and practical review of the situation which could possibly be made at this time. The problems laid down by you are so absolutely necessary to the welfare of the industry that they should be carefully digested and absorbed by everyone associated with the business. If the fruit business of the Northwest is saved and made valuable, it will be on the lines which you have definitely laid out. It is certainly gratifying to have as editor of the best fruit paper in the United States a man so thoroughly conversant with the business in all of its practical characteristics. With a wish for a most Happy New Year for you and "Better Fruit," I am, very truly yours,

(Signed) H. B. MILLER.

**True-to-Name Nursery**

**GALLIGAN BROS.**  
Proprietors

HOOD RIVER, OREGON      DUFUR, OREGON

Growers of high grade nursery stock, guaranteed true to name. Breeders and importers of purebred Big Type Poland China Hogs. Service boars, bred gilts and weaning pigs for sale.

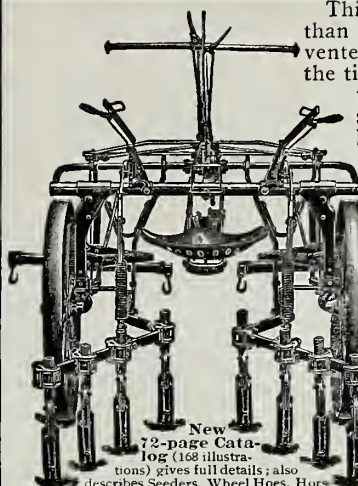
For catalog of nursery stock and prices on swine, write

**True-to-Name Nursery**

HOOD RIVER, OREGON

**Orchardist  
Supply House****Franz Hardware Co.**

Hood River, Oregon

**Planet Jr. Cultivator**

This No. 76 gives bigger, better results than any other one-row cultivator ever invented. It is a combination of the best of the time-tested principles of earlier cultivators into one simple, strongly constructed, easily handled machine that has no equal anywhere.

It cultivates, plows, and hills corn, potatoes, or similar crops 28 to 48 inches apart. No wood used except for break pins.

Built for thorough work and real, lasting service. Its superior construction of finest materials, accurately fitting parts, spring lifting levers, and variety of cultivating attachments make it yield big dividends year after year in time and labor saved and increased production.

Andrew Gleim, Wheelersburg, Ohio, writes: "I think the No. 76 Planet Jr. is the finest cultivator on the market today. Especially for potatoes this cultivator is worth a half-dozen other makes."

**S. L. ALLEN & CO**  
Box 1106U      Philadelphia Pa

We carry stock in San Francisco and Los Angeles. Agencies in all principal Pacific Coast cities.

**THE FAMOUS AETNA BRAND OF PURE LIME AND SULPHUR SOLUTION**

Manufactured by an Orchardist of 25 Years' Practical Orchard Experience.

**Extracts From Letters On File**

W. K. Newell, President State Board of Horticulture, says: "I am using the Aetna Brand in my orchard and I am sure you are making a good article."

A. C. Goodrich, Commissioner First District: "I have used the Aetna and found every barrel fully up to test."

The Dalles, Oregon, July 10, 1914.—"Results obtained from use of Aetna Brand are most satisfactory and I can heartily recommend its use." (Signed) R. H. Weher, Commissioner Fourth District.

H. C. Atwell, President Oregon State Horticultural Society: "I think there is no better Spray made."

S. J. Galloway, Fruit Inspector Washington County: "After very severe tests I found the 'Aetna' Brand O.K."

White Salmon Valley Fruit Growers' Union: "After using the 'Aetna' Brand we are justified in the belief that there is no superior on the market." (Signed) J. J. Conger, Manager.

Use the "Aetna" Brand for best results. Failure is impossible if you spray right. We absolutely guarantee the "Aetna" Brand to be the best on the market. It costs no more to use the best.

For prices, etc., write

**B. LEIS & SONS, The Aetna Orchards, Beaverton, Oregon**

The Aetna Brand is not sold through Portland dealers.

**Ridley, Houlding & Co.**

COVENT GARDEN, LONDON

Points to remember when consigning  
apples to the London Market

1.—We Specialize in Apples

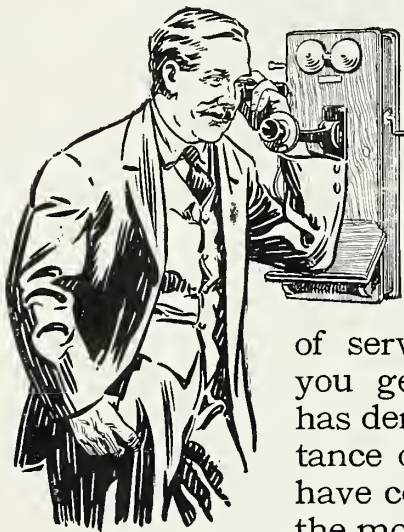
2.—All Consignments Receive our  
Personal Attention

3.—The Fruit is Sold by Private  
Treaty on its Merits

CABLE ADDRESS: BOTANIZING, LONDON



## Western Electric Rural Telephone



**Y**OU cannot afford to have anything but the best in telephone equipment. The kind of instrument you use in your home has everything to do with the kind of service and results that you get. Your experience has demonstrated the importance of the telephone. You have come to rely upon it in the most important phases of

life; therefore, the necessity of having the right kind of an instrument.

The Western Electric Rural Telephone is guaranteed to give satisfactory service. This guarantee carries full weight, for Western Electric Rural Telephones are made in the same mammoth manufactory where all "Bell" telephones are built. Every part is strong and well put together.

Before you buy any new telephone equipment or replace any old, write to our house nearest you, as listed below, for more detailed information. Ask for book No. 145.

### WESTERN ELECTRIC COMPANY

PACIFIC HOUSES:

San Francisco  
Seattle

Oakland  
Portland

Los Angeles  
Salt Lake City

EQUIPMENT FOR EVERY ELECTRICAL NEED

## Home Use Saves Big Crop

(New York Correspondent of Portland Oregonian)

**T**HE fact that over twice as many apples were shipped to the British Isles during the week preceding Christmas, this year, than during the same week in 1913 would indicate that the European war is not the direct cause of the moderate prices at which the North Pacific fruit is selling this winter. Counting three boxes to a barrel, 59,794 barrels were shipped from North America to England in the week ending December 19, 1914, while only 24,674 barrels were sent there in the same week of the preceding year. No apples were sent to Germany during the week preceding Christmas from either Canada or the United States, but only 801 barrels were shipped to Hamburg, the port of entry to the Kaiser's Empire in the same week of the preceding year; 168,798 barrels were shipped to Germany, according to the custom-house reports, during the eleven months ending in May, 1914. This is less than three times the amount sent to England from North America in the week preceding the holidays just passed.

The figures do not tell the whole story from the viewpoint of the Northwest, however, because most of the fruit sent to the German Empire were boxed apples, while the large shipments to England, both this year and last, consisted of the barreled product. Undoubtedly the war has had a "psychological" effect upon the markets and has made the consumers less able and too conservative to pay good prices for apples. The tremendous crop, however, that was produced in the United States and Canada made it necessary at the outset, counting the war out of the consideration, greatly to increase the consumption of apples. H. F. Davidson, of the North Pacific Fruit Distributors, estimates that 50,000,000 barrels of apples were grown in the country in 1914 as compared to 30,000,000 barrels in 1913, and that 13,000 cars were sent from the Northwest this year as compared to 8,000 cars sent during last season. This is an increase of 50 per cent. Lower prices and advertising are making the consumption of this enormous crop possible. "The movement is heavy," says Arthur Rule, manager of the North American Fruit Exchange, "and the consumption of apples is unparalleled."

## Lime - Sulphur Solution

(INLAND BRAND)

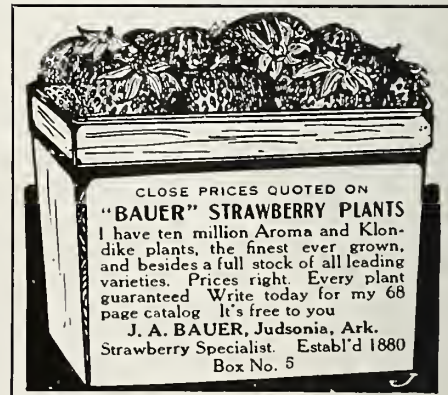
## Oil Spray

(BETTS)

### THE C. G. BETTS COMPANY

MANUFACTURERS

Erie Street and N. P. Tracks, Spokane, Washington





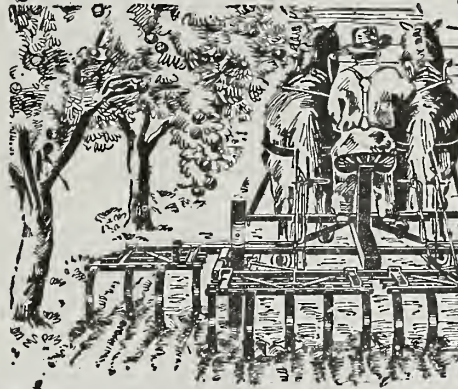
The effect of systematic advertising of a brand of apples has been shown by Guy Carolin, of the North American Fruit Exchange. During the last two years he has plastered New York with brightly-colored cards heralding the virtues of the "Skookum" brand of apples, until every school child and every parent think they know what a "Skookum" is. In the subway you read "An apple a day keeps the doctor away"; on the signboards you see "Eat the right apple at the right time," and elsewhere, "Say Skookum to your grocer." The result has been not only that the general demand for apples has been increased, but that the "Skookums" sell for from 15 to 25 cents a box more than the others of equal grade. The Childs and Thompson, as well as the independent restaurants, are featuring the baked apple. Their cooks have learned how to bake apples. The dish that they prepare bears but a small resemblance to the half-cooked, half-burnt apples that are still to be endured in the private boarding houses. The gas range, which cooks from all sides, it seems, has its share in this process that prepares a dish fit for the gods. Then, too, with apples to be procured more cheaply than formerly, the New York restaurateurs are serving a little of the scum with the milk. The result is that baked apples have become the most popular dish in town. The writer learned from inquiry at a little cafeteria on Amsterdam where they kept a pan of tempting baked apples in the window that they sold five pans of 18 apples each every day. They served meals to 400 people daily. A little figuring shows that nearly one out of every four customers buys a baked apple, and that three out of four probably have one for breakfast.

At the Columbia Restaurant on Broadway, where no baked apples were on display, the proprietor said that he was serving eight dozen, or about 100 apples, to his 600 or 700 patrons each day. Both Arthur Rule, manager of the North American Fruit Exchange, which represents the Northwestern Fruit Association, and H. F. Davidson, president of the North Pacific Fruit Distributors, who is in New York supervising the marketing of the apples of his association, are in favor of the suggestion that has been made in the Northwest that the growers discard all the smaller independent co-

## FORKNER SPRING TOOTH TILLERS

### WORK RIGHT UP TO YOUR TREES

Cultivate entire surface between rows without disturbing boughs or fruit. Does more work—easier and quicker—and leaves better surface mulch than any other cultivator. Used by thousands of fruit growers and pronounced *indispensable*.



One grower says: "The Forkner reduces labor 40%". Another says: "We have all kinds of tools, but we can do our work quicker and better with a Forkner". Still another says: "I wouldn't take \$150. for my Forkner Tiller if I couldn't get another". Write today for catalog and free book—"Modern Soil Tillage"—invaluable to any farmer or fruit grower. Mailed free. Write today.

**LIGHT DRAFT  
HARROW CO.**  
601 Nevada St.  
Marshalltown, Ia.

WE MAKE A SPECIALTY OF

## Catalogs, Booklets and Circulars

FOR

*Nurserymen, Fruit Growers, Manufacturers  
and Selling Agents*

Write us for specifications and  
information. Quality and Service

**F. W. BALTES AND COMPANY**

*Fine Printing* PORTLAND, OREGON

## HOOD RIVER VALLEY NURSERY COMPANY

Phone 5634

Route No. 3, Box 227

HOOD RIVER, OREGON

Plantation four miles southwest of station, Belmont Road  
We will be pleased to show you trees, apple trees that have a heritage, a quality that should be considered by everyone who plants a tree. Our trees are grown in clean hillside virgin red shot soil with clay subsoil, producing the most vigorous root system. Our buds are selected from the best bearing healthy Hood River trees that make the Hood River apple famous throughout the world. Our trees will give you satisfactory results in vigor, fruit and quality. Ask for catalog. We guarantee our products. Apples, pears, peaches, apricots, almonds and walnuts. A complete line of the best varieties of all kinds of fruits.

H. S. BUTTERFIELD, President

W. J. ENSCHEDE, Manager

## LOOK! MR. FRUITGROWER

One of your choice trees is *Dying!* Why? *Gophers!* Yes, it's one of those Pocket Gophers taking \$\$\$ out of your pocket. Protect your trees and save those \$\$\$ by using the



### CINCH POCKET GOPHER TRAP

If set by the directions and with judgment it will get the gopher and you will get the returns from that tree and others. If your dealer doesn't have the traps, write us at once. Sample trap postpaid 85c.

Manufactured by

**W. C. EMMERSON & CO.**  
FOREST GROVE, OREGON



## FREE ON REQUEST—Our Silent Salesman

Quiet and unassuming, but up to date and reliable. Nicely illustrated and printed especially for Western buyers of

**SEEDS** OF ALL KINDS. Trees, Roses, Garden and Poultry Supplies, Canaries, Parrots, Bird Supplies, Fertilizers, Sprays, Sprayers, etc.

Don't buy until you read about our new policy—"No agents, but special prices, charges prepaid."—We save you time and money. Ask for Catalog No. 27—the new one.

**ROUTLEDGE SEED & FLORAL CO.** 169-171 SECOND STREET  
PORTLAND, OREGON



## A Dreadnaught in Sprayers

—such is our "Dreadnaught" Duplex Power Sprayer. It delivers a hurricane of death to orchard pests of all kinds for years and years, without a hitch. In a recent test a "Dreadnaught"—made just as we'd sell it to you—worked against 225 lbs. pressure for 800 hours, pumping a quarter of a million gallons, with no care except for lubrication and repacking. If wear had been taken up, the pump would undoubtedly have operated 2,000 to 3,000 hours. This test proves that with ordinary care the "Dreadnaught" should last ten seasons or more. Requires less than 1½ H. P. to deliver rated capacity—5.3 gal. per minute. Has heavy brass plungers, outside packed; non-corroding; uses either rotary or reciprocating agitator; all parts accessible; width 18½ in., length 22 in., height 18 in.—powerful, compact, durable. Ask your dealer to show you

**GOULDS  
RELIABLE  
SPRAYERS**

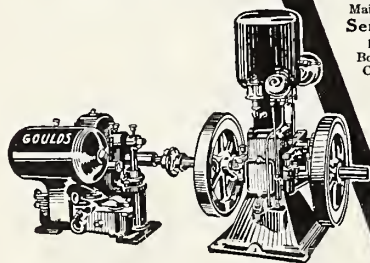
—50 kinds—hand, barrel, knapsack, power—one for every purpose. All severely tested and fully guaranteed. Backed by 65 years' pump-making experience. Consultation on your requirements, free. Every machine fully described in our valuable free book, "How To Spray"—which covers the subject thoroughly. Your copy awaits you. Plan for a clean, healthy, profitable orchard now. Write us.

### THE GOULDS MFG. CO.

Largest Mfrs. of pumps  
for all purposes.

Main Office and Works:  
Seneca Falls, N.Y.

Branch Houses:  
Boston New York  
Chicago Atlanta  
Houston



operative associations and center their efforts upon the two larger organizations. "The fewer men that are handling the sales the better for the grower," says Mr. Rule. "The shipper who sends his fruit through an organization that has no representative at the point of marketing is apt to be the loser," states Mr. Davidson. "It is not always inadvisable to sell through a private company, but control of such sales should remain in the hands of the representative of the grower who is on the ground and not 3,000 miles away."

## Why Not Advertise Apples?

One of the golden opportunities that come to those who preach the gospel of advertising appears now with respect to the apple-growing industry in the United States. The country has heard much about the business blight which threatened to descend upon the South as a result of the cotton slump, but a very large share of the reading public does not realize that the European war placed upon the apple industry of this country a handicap almost as heavy, proportionately, as that which was imposed upon the cotton industry.

Gradually, year by year, our foreign apple trade has grown until now the foreign market, notably Great Britain, consumes a very large share of our annual output of fancy apples. The war put a "crimp" in this trade and there are sections—for instance the Piedmont district of Virginia and the apple-growing districts of Oregon and Washington—where the loss has been felt keenly. The moral of this is that the apple growers ought to undertake co-operative advertising campaigns that would create a greater market here at home. The healthfulness of the apple and apple products as items of diet has never been "played up" half so strongly as the subject deserves, and if apple growers—perhaps following the example of prune and raisin producers and the citrus fruitgrowers—would engage in systematic advertising campaigns designed to enlighten housewives as to new and varied ways of presenting apples in appetizing form, the propaganda would be almost certain to yield an increase of consumption that would well repay the effort and expenditure.

# D. Crossley & Sons

ESTABLISHED 1878

## Apples for New York and Export

CALIFORNIA, OREGON, WASHINGTON, IDAHO AND  
FLORIDA FRUITS

Apples handled in all European markets at private sale. Checks mailed from our New York office same day apples are sold on the other side. We are not agents; **WE ARE SELLERS.** We make a specialty of handling **APPLES, PEARS AND PRUNES** on the New York and foreign markets. Correspondence solicited.

200 to 204 Franklin Street, New York

NEW YORK

LIVERPOOL

LONDON

GLASGOW

## W. van Diem

Lange Franken Straat 45, 47, 49, 51, 61

ROTTERDAM, HOLLAND

European Receivers of American Fruits

Eldest and First-Class  
House in this Branch

Cable Address: W. Vandiem  
A B C Code used; 5th Edition

Our Specialties are

**Apples, Pears, Navel Oranges**



In this day and age it behooves all producers of food products to "get up and dust." The cranberry growers are trying the experiment of putting their fruit on the market in package form (with recipes printed on the outside of the carton). The salmon packers have just made a beginning in packing this popular fish in glass jars. Skill in packing—perhaps with an element of novelty—and educational advertising would put apples and apple products on many a dinner table where at present baked apples, apple butter, cider, apple dumplings and apple pie are too seldom seen.—Agricultural Advertising.

### Standard Pack Plan Endorsed

At a meeting of growers and shippers at the Wenatchee Commercial Club last night called by Inspector Clawson, the question of establishing a standard apple pack for the Wenatchee district was discussed. It seemed to be the sense of the meeting that to be successful that the effect of the law would have to be such as to take in the entire state. Before adjourning a resolution was presented to John F. Sugrue of Cashmere to the effect that it was the sense of the meeting that the chairman of the meeting, who was Representative-Elect Frank Reeves, should take such steps as to him seemed fit and proper to bring before the legislature a bill which would establish a minimum standard pack for the State of Washington. The resolution met with approval of those present with the exception of a few who expressed fears that the establishment of a minimum standard might have the effect of lowering the general excellence of the pack as now put out by the organizations of the Northwest.

The meeting was attended by 100 persons, a large percentage of whom took part in the discussion. The sense of the meeting was strongly in favor of the attempt being made. Mr. Reeves also expressed his desire to lay before the public at some future period two other bills relating to apple marketing. One of these was one providing that commission men should not be allowed to refuse to sell produce to any retailer who did not see fit to buy all his supplies from the same house. This was to protect the independent seller of fruit who desires to sell direct to the retail trade. Another bill was suggested against the commission man to

## H. HARRIS & CO.

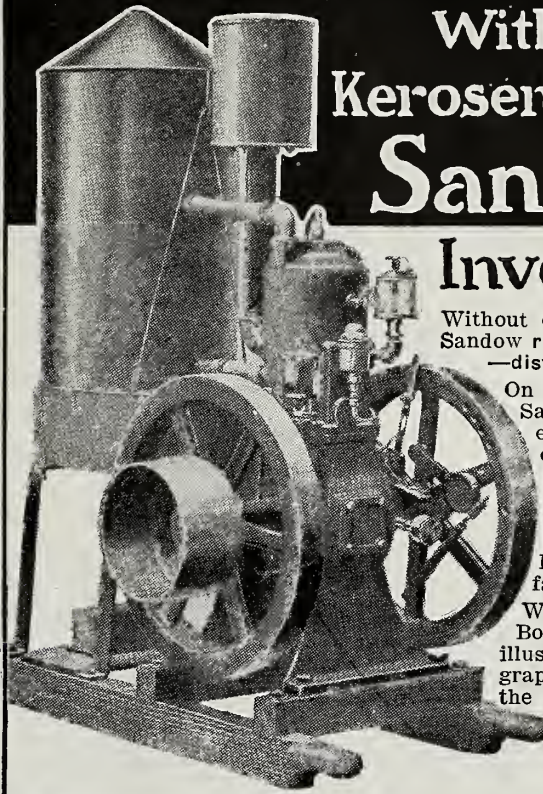
### Fruit Auctioneers

131 State Street  
Boston, Massachusetts

Established 1847

Frank Moseley  
Frank L. Ripley  
Cutler B. Downer

# Save $\frac{2}{3}$ Fuel Cost With A Kerosene Burning Sandow Investigate!



Without change of equipment, the Sandow runs on kerosene—gasoline—distillate—or alcohol.

On low priced kerosene, the Sandow delivers more power per h. p. of rating, than ordinary engines do on gasoline. With the Sandow you can save the price of your engine in upkeep economy alone. Investigate! Get all the facts.

Write for Free Sandow Book, which shows you by illustrations from photographs why the Sandow is the simplest engine made—the easiest to run—the most free from trouble and repair expense.

## Only 3 Moving Parts

Starts at 40 degrees below zero. Starts without cranking—runs in either direction—throttle governed—hopper and tank cooled—speed controlled while running—no cams—no valves—no gears—no sprockets—light weight—can easily be taken anywhere for work—complete ready to run.

### THERE'S A SANDOW FOR EVERY FARM

Made in all sizes from  $1\frac{1}{2}$  H. P. to 18 H. P. Have a Sandow to meet your needs—do the work you want done at greatest economy. Sandow will do your pumping—run your feed grinders—your cream separators—do all the stationary power work of farm or shop, and save you more money than any other engine on the market. Sandow is not just an ordinary engine. Special design for kerosene fuel means more simplicity, greater durability. Send for Free Book and judge for yourself.

### TEN YEAR IRON CLAD GUARANTY

Absolutely protects you—Sandow must make good on every claim. It is because Sandow is making good every day on thousands of farms that we can make this iron-clad, binding guaranty. Users everywhere will tell you how Sandow saves fuel—saves trouble—saves repairs—and can be depended on for power all the time.

### FREE TRIAL ON YOUR FARM

Book gives our Free trial proposition. Use the Sandow every day 30 days on your own farm. If you don't say it is the most economical and most powerful farm engine you ever saw—if it does not satisfy you every way, send it back and we will refund every cent you paid for it.

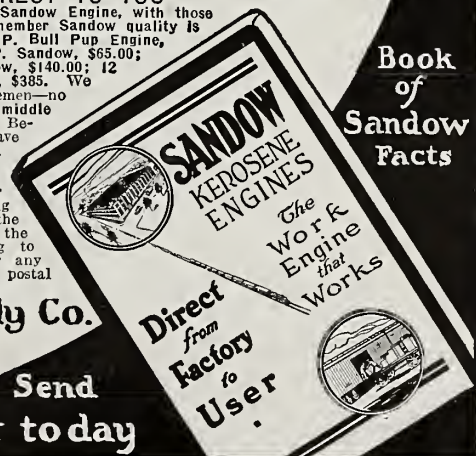
### SPECIAL LOW PRICE DIRECT TO YOU

Just compare these rock-bottom prices for Sandow Engine, with those of any other engine manufacturer, and remember Sandow quality is unsurpassed. Sandow prices are:  $1\frac{1}{2}$  H. P. Bull Pup Engine, \$33.75;  $2\frac{1}{2}$  H. P. Sandow, \$42.50; 4 H. P. Sandow, \$65.00; 6 H. P. Sandow, \$95.00; 8 H. P. Sandow, \$140.00; 12 H. P. Sandow, \$250.00; 18 H. P. Sandow, \$385. We have no agents—no jobbers—no middlemen—no dealers. You buy of us and keep all the middle profits and commissions in your pocket. Before you get any engine, be sure to have our low figures and see what you can save.

SEND FOR FREE SANDOW BOOK  
It is full of plain facts on the farm engine question—illustrated from cover to cover with pictures from photographs showing the simple construction of every part of the Sandow—contains the letters of users of the Sandow. Remember it costs you nothing to get the facts—does not place you under any obligation whatever. Write today. A postal brings the book. Address

**Detroit Motor Supply Co.**  
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For it today



Book  
of  
Sandow  
Facts





## Use Tree Tanglefoot

against Gypsy, Brown-tail and Tussock Caterpillars, Canker Worms, Climbing Cut Worms and Ants. It is also effective against any crawling insects attacking fruit, shade or ornamental trees.

### Band Trees About Two Weeks Before Insects Appear and Get Best Results

Easily applied with wooden paddle. One pound makes about 10 lineal feet of band. One application stays sticky 3 months and longer—outlasting 10 to 20 times any other substance. Remains effective rain or shine. Won't soften—won't run or melt, yet always elastic, expanding with growth of tree. No mixing, simply open can and use. Will not injure trees.

### For Tree Surgery

Tree Tanglefoot is superior to anything on the market—it is the best application after pruning or trimming. It will water-proof the crotch of a tree or a cavity or wound in a tree, when nothing else will do it.

### Sold by All First-Class Seed Dealers

1-lb. cans 30c; 3-lb. cans 85c; 10-lb. cans \$2.65; 20-lb. cans \$4.80, and 25-lb. wooden pails \$5.95.

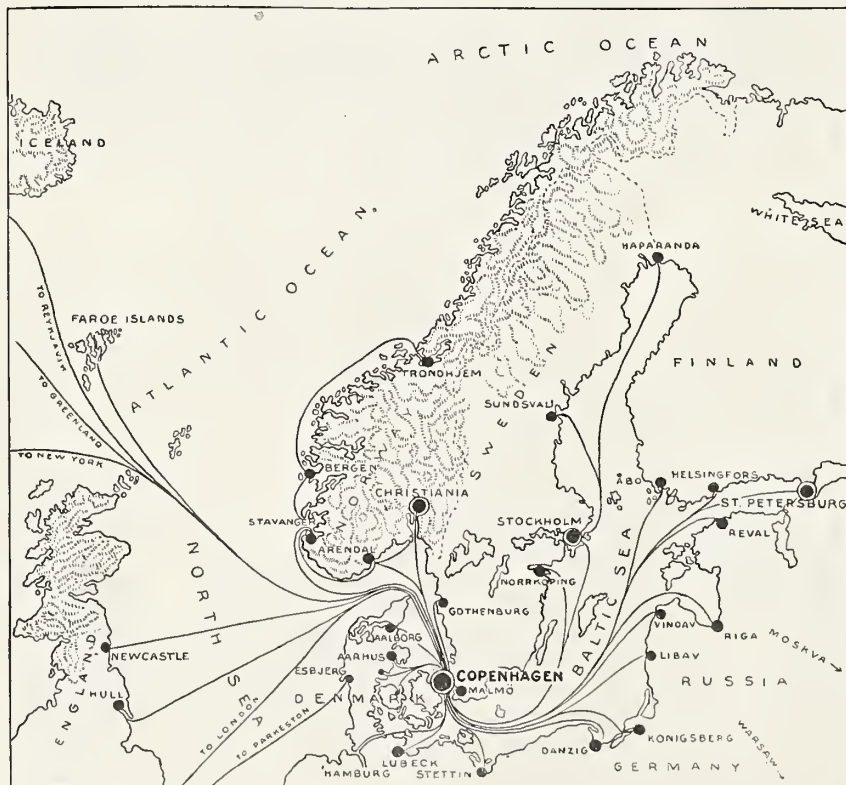
Write today for illustrated booklet on Leaf-eating Insects. Mailed free.

### THE O. & W. THUM COMPANY

113 Straight Ave. Grand Rapids, Mich.

Manufacturers of Tanglefoot Fly Paper and Tree Tanglefoot (38)

## Scandinavia and the Baltic Market



We have a good outlet in the markets shown on above map. We handle apples only on a consignment basis. All consignments have our personal attention. Have you anything to offer? Do not fail to write or cable us.

### ERNST C. LOHSE & CO.S EFT., Copenhagen

Cable Address: ERNST LOHSE

Fruit and Produce Agents

prevent him from slashing the market with goods in his possession without the consent of the consignor.—Wenatchee Daily World.

### Future of Fruit Industry

In answer to the query: "What of the future of the fruit industry," the Northwest Fruit Exchange replies: "To the Exchange the answer seems very clear. The unprofitable season of 1912 left growers shocked and confused. Panaceas were sought and promised. The Exchange, through various of its officers speaking publicly from platforms in the spring of 1913, warned growers most emphatically that there would be other seasons in the future like 1912, or even worse, regardless of what might be done to prevent them. This prediction was not intended in any sense to discourage organization, for the Exchange has proven by its works that it believes in organization perhaps more earnestly and more effectively than any other exponent in the Northwest. It merely wanted to warn the grower against "cure alls," and do what it might to teach them how to face their problem intelligently and calmly. Its prediction has been realized sooner than even it anticipated, and so it may not be improper for the Exchange to state its definite opinion again, for in it, the Exchange believes, can be found large room for encouragement and sound optimism.

"The business of growing and selling fruit in the Northwest is one which cannot be figured in short terms, but which by the very nature of it must be figured in terms of five to ten years. Figured in that way, we believe that it will prove profitable; first, to those districts which are practically adapted for the production of fruit efficiently; second, to those individuals in the above districts who are able to manage the business of production efficiently, and who make common-sense arrangements for the marketing of their produce. There will recur with more or less frequency years like 1912 and 1914, when the problem will be rather how to minimize losses than to make profits. There will also occur, interspersed between the bad years, profitable seasons in which the profits accruing to efficient producers will be sufficiently large to afford those producers a satisfactory average profit for the entire term, averaging lean years and fat years together.—Exchange.

The State College at Pullman, Washington, will hold farmers' and housekeepers' week beginning February 8. On January 4 its winter six weeks' short courses commence. The farmers of Washington are finding out how valuable these courses are and the attendance is increasing from year to year. The instruction is so valuable and the information so useful that no fruit grower or farmer who can possibly make arrangements to attend some of them should fail to grasp the opportunity.